Steady Growth, Solid Partners

This successful sales agency has seen its insurance needs change dramatically over two decades, with some key relationships helping to keep that growth strong and secure.

All companies practice some form of risk management, but tackling it the right way can be especially challenging for fast-growing companies: Their assets and scope of operations are expanding quickly, yet they have little time to focus on any but the most pressing concerns. That’s when having the right partners proves invaluable.

At Infinity Contact, an Inc. 5000 company that saw revenue soar from $8 million in 2010 to $21 million in 2013, their associated risks are constantly changing. Therefore, it is important to choose the right insurance policies, the right amount of coverage, and the right partners. Working closely with insurance agency TrueNorth, Infinity Contact relies on Chubb for virtually all of its business insurance coverage.

Infinity Contact is a premier sales agency with a singular focus: It uses analytics and proprietary software to help its clients acquire and retain customers and to maximize customer lifetime value. It’s come a long way since founder and CEO Thomas Leidigh launched it almost two decades ago.

Scaling Up: How Insurance Needs Evolve

Infinity Contact began as a direct mail company that evolved quickly during its first decade in business. The incorporation of inbound/outbound telephone technology marked the start of steady growth and a continuous expansion of its operations. The company began working with TrueNorth, a relationship that became increasingly important as Infinity Contact kicked off its second decade of expansion, growing to its current size of about $25 million in annual revenues and more than 400 employees.

TrueNorth focuses on Infinity Contact’s insurance needs, of course, but its relationship with the company is deeper and more expansive than that. “This is a company that has grown fairly rapidly at times,” says Chad Henry, the TrueNorth producer who handles the account. “We need to stay on top of that to keep their insurance in sync with their changing needs, so they don’t get hit with any surprises. It’s not just about insurance, it’s about managing their risk.”

Beyond a Conventional Relationship

Henry and the executive team meet annually to discuss Infinity’s short and long-term plans, associated risk management issues, and any changes to the company’s insurance coverage they might trigger. “I would call it a partnership,” Leidigh says. “It’s not like a conventional sort of vendor relationship. There is a lot of trust there. It’s a very consultative process.” When TrueNorth wrote its first policy for Infinity Contact, “It was a pretty small, basic risk management package,” Henry recalls. Today, the company’s coverages include property, general liability, commercial umbrella, commercial crime, and workers’ compensation policies, all underwritten by Chubb. “As they’ve grown and the value of their assets has increased, they’ve realized that they need directors and officers coverage, employment practices liability coverage, fiduciary coverage, and professional liability coverage, and those have all been added during the past 11 years.”

TrueNorth has recommended policies underwritten by Chubb for several reasons, Henry says. “We want a carrier with an excellent A.M. Best rating, one that is financially solid, one that can provide tailored solutions for our clients, and ideally one that has a local presence. We know Chubb meets all those criteria.”

Looking Beyond the Brand

Infinity Contact relies on TrueNorth to do “the right amount of due diligence and market analysis, focusing in from a product offering and a pricing standpoint,” Leidigh says, but his internal team often goes back and does additional research. Like TrueNorth, Infinity Contact focuses on a carrier’s A.M. Best rating and its commitment to a long-term relationship. Leidigh notes that the Great Recession reminded us that heavy advertising does not always reflect financial soundness, “So the ratings are something we always look at closely,” he says. “Beyond that, I want to see the same kind of partnership philosophy that we have with TrueNorth. Our decision to go with Chubb for our business insurance needs reflects that approach.”