



# Cerity Reduces Time to Obtain Workers' Comp Insurance from Days to Minutes Using Predictive Analytics

## THE LEGACY INSURANCE PROCESS

The workers' comp insurance industry has operated the same way since forever, forcing clients to spend days or even weeks engaging in back-and-forth phone calls, answering endless questions and waiting for their policy to become effective. While many states require employers to carry coverage for their employees, it is optional in Texas. Small business owners often dread the laborious process, and in Texas, often avoid purchasing this insurance altogether because they believe it is complicated and expensive.

Cerity was formed to change all of that, giving small businesses an easier option for workers' comp insurance at a price that is optimized for their unique business. Insurance giant Employers Holdings, Inc. (NYSE EIG) launched Cerity as its subsidiary to meet the needs of customers who prefer to use a digital solution. Without intermediaries or manual paperwork in the mix, small businesses can go online from their mobile device or any computer to answer about 10 questions, receive a customized quote, and get a policy to protect their employees and their business within five minutes. While many online offerings have emerged, they typically offer only a quote in minutes. Cerity offers a complete policy in five minutes, so small business owners can move on to focus on other aspects of their business.

Transforming the industry wasn't a slow churn. For Cerity, it was more like a highly-orchestrated mad dash. Consumer buying habits have changed dramatically in the past decade and people expect immediate service. EIG predicted some segments of the insurance market would begin to demand a digital model and chose to be at the forefront to optimize the experience for business owners. Time was of the essence and Cerity would go from an idea to a market leader in a matter of months.

**Cerity.**  
WORKERS' COMP INSURANCE™

**Protecting your team has never been easier.**

Workers' comp insurance for small business. Policies starting at \$25/month. Powered by the best predictive modeling in the industry & over 100 years of expertise.

[cerity.com](http://cerity.com)

  
**ZILKER**  
PARTNERS

**You have work. We find you the talent to get it done.**

IT and Digital staffing is more than filling a position with a warm body. Zilker Partners takes the time to find you the right talent, so you can end your search and focus on the goals of your organization.

[zilkerpartners.com](http://zilkerpartners.com)

## THE RAMP UP

As a startup, Cerity consisted of a handful of people in Reno managing several IT vendors to begin the initial development of the platform that consisted of development, hosting, infrastructure, UX design, and QA testing while internal hiring took place. Austin was chosen as the Cerity headquarters because of its dense population of technical and data science talent. “We knew we needed tech talent fast,” says Tracey Berg, president at Cerity. “We chose Austin because the city lives and breathes technology. We accelerated the pace to bring our technology and data in house to control the IP and hire the talent we wanted on our team.”



Finding highly-skilled technical and data talent in this digital age isn't always easy, particularly for companies on a tight timeframe. Cerity partnered with Zilker Partners, an Austin-based IT and digital staffing and consulting company, because their connections with local talent would save Cerity months in the talent search and hiring process. But Zilker Partners brought more than skilled talent to the table. They leveraged their IT experience to consult with Cerity on how to ramp up their operations efficiently.

“As we shifted from using third parties to our own in-house team, we needed a methodology to answer how we would do things, what tools we would use, and what people we needed on our team,” says Dennis Dix, chief operating officer at Cerity.

**“Zilker Partners helped us codify that in a short time, outlining the process and tools and then giving us a framework on how to recruit based on the culture we wanted to build.”**

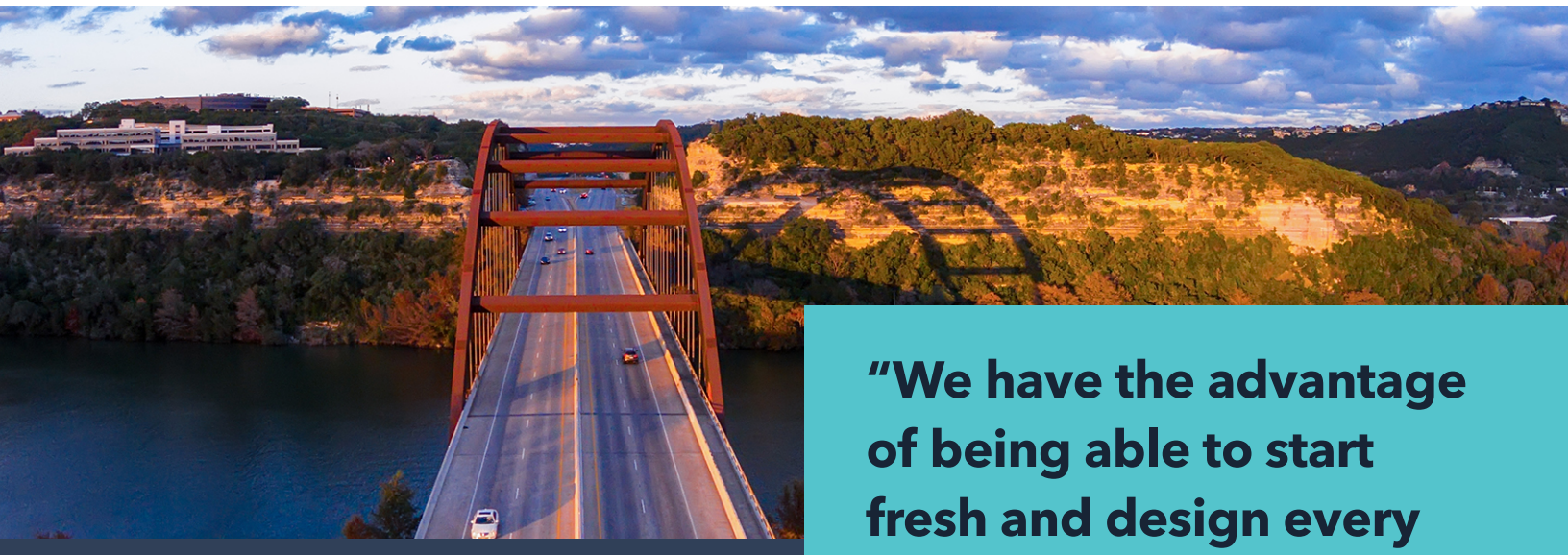
Zilker Partners worked with Cerity to develop organizational charts, a roadmap, a methodology document, and a playbook to tie everything together on how to execute. With a logical starting point in place, Cerity quickly built their budgets, their headcount per competency, and even the expected office space requirements.



## THE HIRING PHASE

Culture is more challenging to hire for than technical skills but just as important. It's why Zilker Partners dedicated time to get to know Cerity and what they stand for before they aligned resources. "We can teach people skills, but we can't change the way people behave," says Dix. "Zilker Partners knows how we expect people to behave and they only sent candidates they knew would easily fit into our culture."

Cerity first hired its executive staff, then built out their teams according to the playbook. Using Zilker Partners to find and vet local talent reduced relocation costs and time-to-hire dramatically, but it was Cerity's education about the Austin market and their commitment to swift decisions that made the hiring process so streamlined. "Zilker Partners told us the candidates in Austin make decisions quickly because it's such a hot market," explains Dix. "We knew the candidates we wanted were getting multiple offers, and we had to move fast with exceptional offers if we wanted them. With a good understanding of the Austin market, we determined what salary and benefits we'd need to offer to win candidates over, then we spent time defining our story of how we are breaking the mold in insurance. It's a great story and excites candidates who want to be part of a team that's redefining the industry."



Now that Cerity has their team in place, the real mission begins: educating small businesses on the need for workers' comp insurance and proving it's not as complicated as they think. Because Cerity's platform is completely cloud-based, they can quickly scale without legacy technology holding them back. Using a predictive model and natural language processing, Cerity needs only seconds to pull in large amounts of data to evaluate a customer and their business, something no other insurance company can do. Risk is determined and compared to a pricing model with 100 different price points for a customized policy within minutes. The automation allows Cerity to reduce costs that are then passed on to the customer.

**"We have the advantage of being able to start fresh and design every aspect from a technology perspective so we could move fast and be agile."**

"Zilker Partners helped us appreciate the Austin market and build an ideal team to propel us forward, giving us the ability to rapidly go after opportunities, solve problems, and reach our goals. Going forward, we'll rely on Zilker Partners as a sounding board, a specialized staffing partner, and an IT consultant to maintain our trajectory."