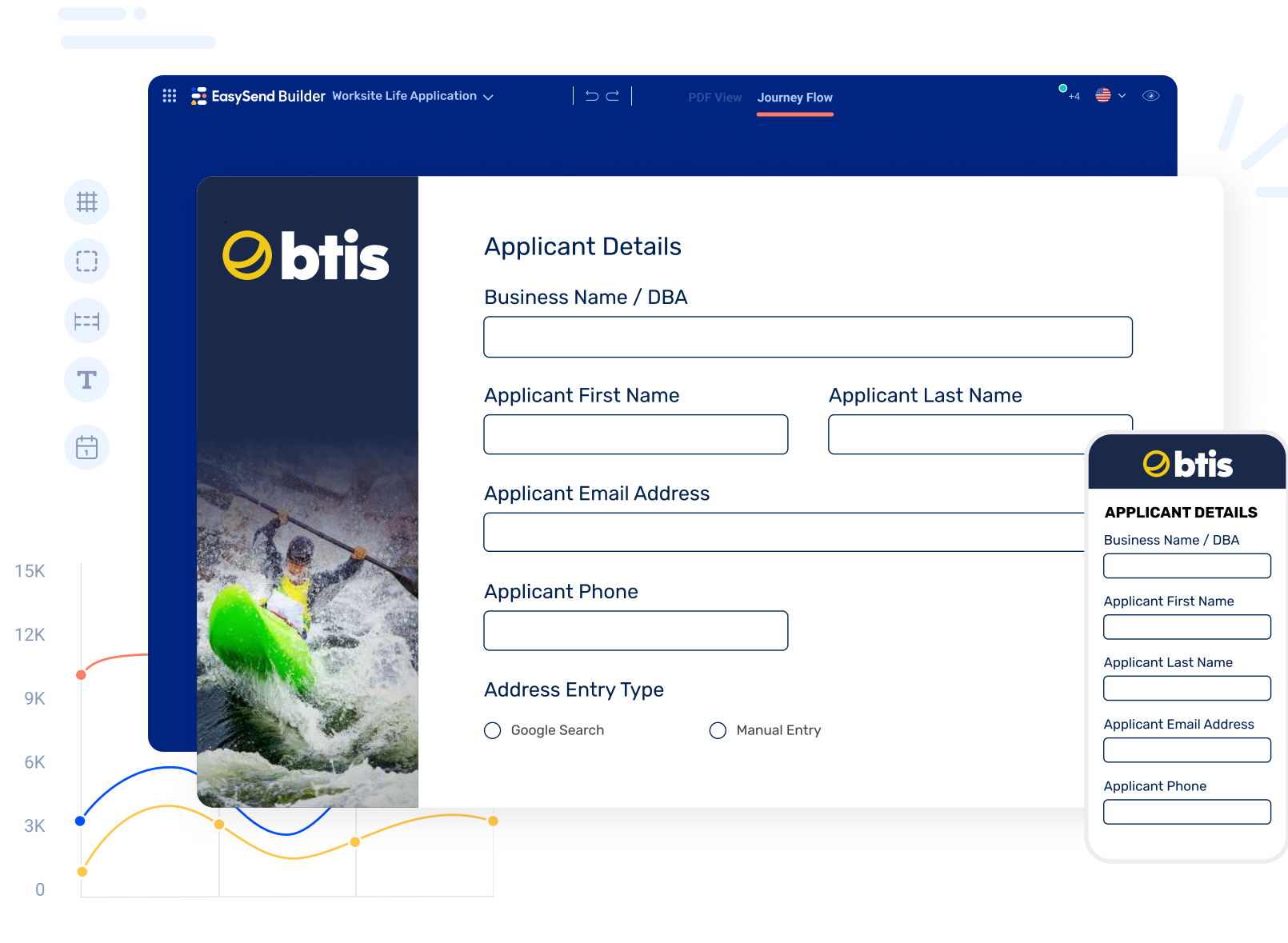


BTIS

## Achieving the best commercial bond binding month to date

BTIS needed a way to speed up bond submissions. After discovering EasySend and becoming certified, they created integrated digital processes with no code, going to market in weeks. Now agents fill out digital forms faster and receive insurance quotes from carriers at lightning speed.



✓ Live in weeks

✓ Increased form submissions

✓ Better customer experience

✓ Best binding month to date



"My vision was to take a need and go to market very quickly. With EasySend, we could take nine outdated customer-facing processes and convert them into modern digital processes. We built the last two in just 2 weeks, and we're working on a tenth.

With these digital processes, we can store the submission data in our database, which we couldn't do before. The data allows us to make sound business and operational decisions. From a customer experience perspective, our agents can easily check the submission status—whether it's been quoted, rated, or bound."

**Adam Groth**  
VP Digital Strategy

## Championing the customer when it comes to insurance

BTIS, part of the Amynta Group, provides insurance for the construction and small business industries; offering over 15 lines of business. Since its founding in 1998, they've had one steady goal: to provide outstanding customer service. Using the latest technology, they achieve what few other organizations have: immediate turnaround, unbeatable service, and excellent customer value.

■ Industry  
Insurance

■ Digital processes  
Professional Liability Quote  
Vacant Dwelling Residential  
Vacant Commercial  
Vacant Land  
Commercial Bond  
Contractors Pollution Liability  
Small Business/BOP  
Transportation/Truckers  
Truckers GL

● Geo  
USA

★ Feature highlight  
Logic & Validation  
Integrations  
Themes  
Co-Browsing  
Analytics  
PDF Encryptions  
Trained & Certified

The mission:

Go to market fast & speed up the binding process

For some lines of business, there were legacy rating systems in place or temporary solutions. Agents would log onto the BTIS website for every request and fill out a Google Form. A BTIS rep would take that data manually and send it to various insurance carriers. Then the rep would email each agent the relevant offers.

The solution:

Build integrated digital experiences with no code

Trained and certified in EasySend, BTIS builds new digital processes in weeks. After launching the first one, BTIS achieved its highest binding month to date. Unlike Google Forms, EasySend integrates with its core system, so each digital process is personalized, adjusts according to the agent's answers, and uses autocomplete and validations. As a result, more digital forms are submitted and bound every month.

At the same time, EasySend's seamless data intake has cut down on manual work for BTIS reps and streamlined the quote request and binding lifecycle.

## Streamlining insurance quotes and binds

■ Going live in weeks

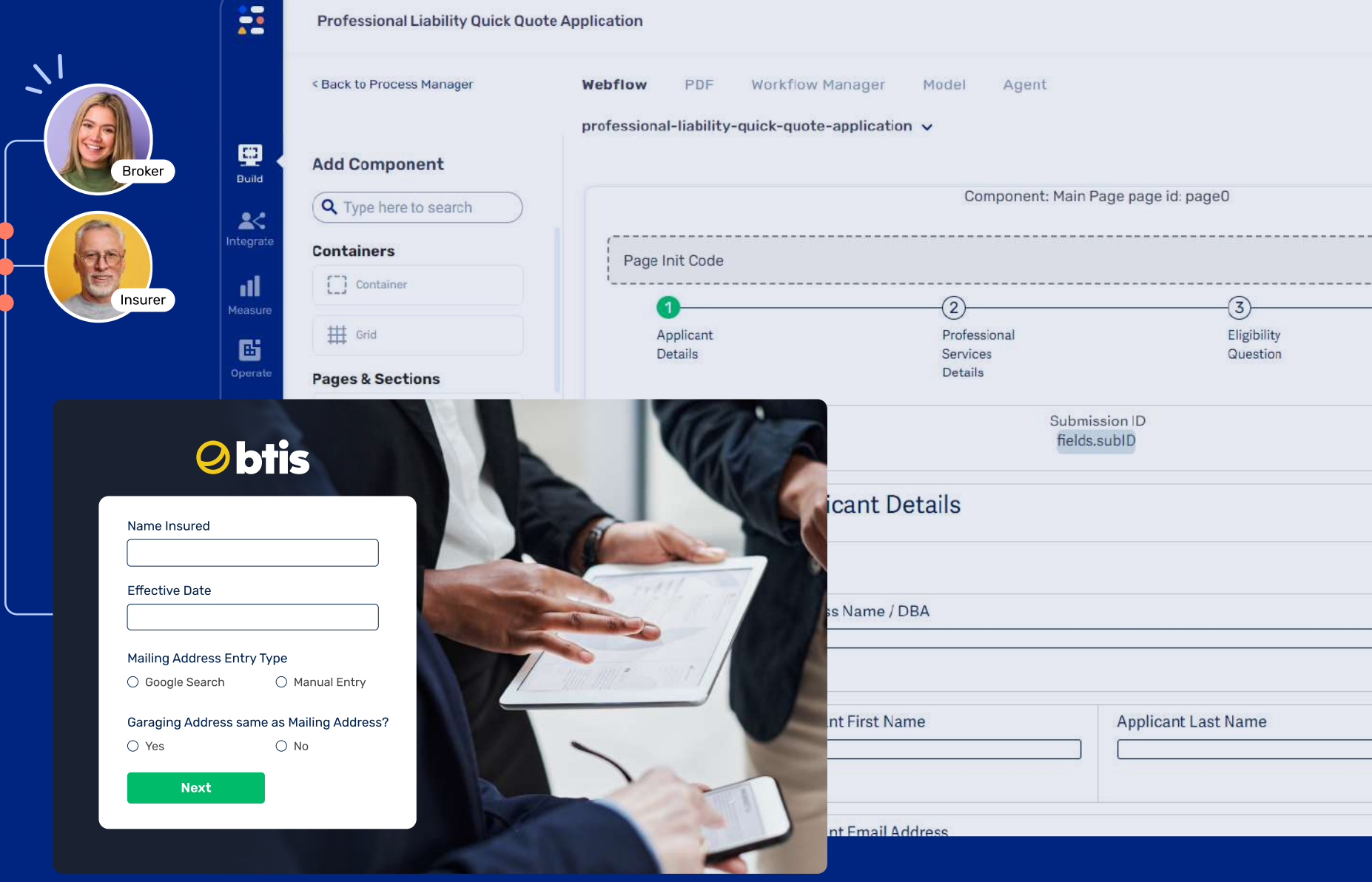
Fully certified in EasySend's no-code platform, the BTIS team builds digital processes and publishes changes lightning-fast.

■ Improving completion rates

It's easier for agents to fill out more forms every month with the help of personalization, form logic, validation, and autocomplete.

●●● Better customer experience

BTIS agents experience faster turnaround times and unbeatable service by accessing supportive tools like Co-Browsing and status tracking.



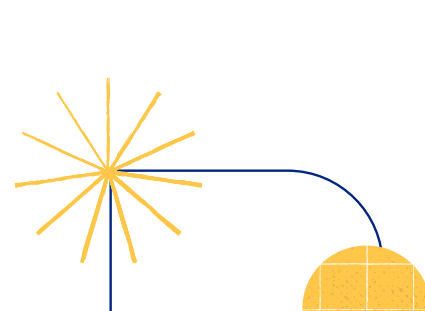
## The power of EasySend at BTIS

Building • Customizing • Supporting



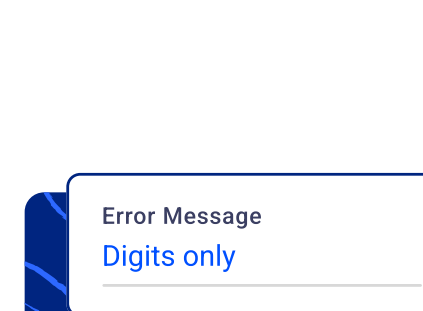
Self-Service

BTIS used EasySend's no-code platform to turn forms into complete digital processes.



Integrations

BTIS streamlines data collection and sends requests directly to carriers by integrating its core system.



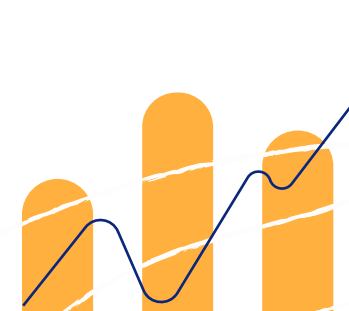
Logic & Validations

With the help of logic and field validations, agents fill out forms faster and reduce human error.



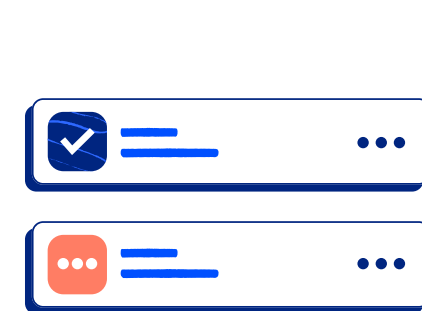
Autocomplete

Autocomplete helps agents fill out fields faster, speeding up completion rates by 30-40%.



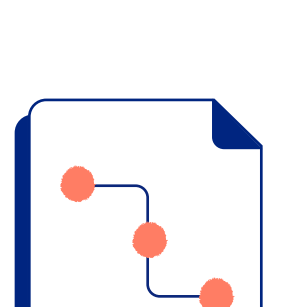
Analytics

Reviewing how each digital process performs helps BTIS optimize the funnel and improve the customer experience.



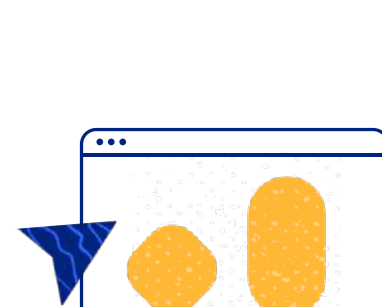
Journey Tracker

Agents and reps track submission status and see whether carriers have quoted, rated, or bound.



PDF encryption

After submission, every digital process is saved as a password-protected PDF keeping all data secure.



Co-Browsing

BTIS supports customers remotely by sharing screens and guiding agents through the digital process.



Branded Themes

Every digital process starts with a BTIS custom theme that aligns with the rest of its website and brand.

## The fastest go-to-market plan



"With EasySend, you drag fields, and you have a UI. Now all the business owners want it. They're excited that we can build a digital process in a week!"

**Kirven Dunham**  
Business System Analyst at BTIS

## Make customer data intake easy

Ready to thrive digitally? Our experienced team has created over 2000 insurance, banking, and financial digital processes.

## About EasySend

EasySend helps enterprises go digital at a fraction of the cost and time. With our no-code platform, transform any insurance, banking, or financial manual process into a digital customer journey in days. Learn more at easysend.io.



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