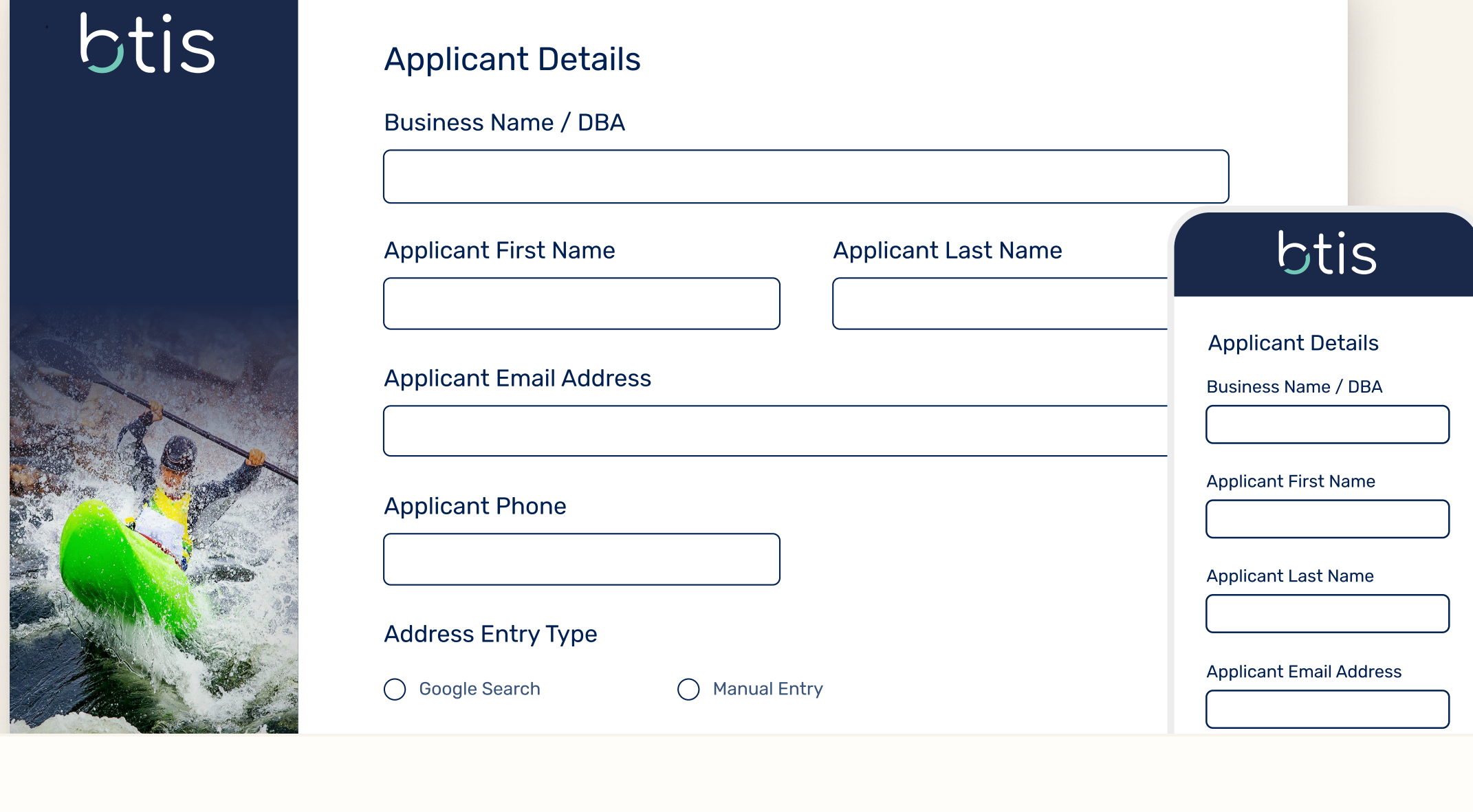


Customer story • BTIS

Speeding up bond submissions & scaling commercial auto-binding

Agents receive insurance quotes from carriers at lightning speed.



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.



Live

in days



Increased

form submissions



Improved

customer experience



Best binding

month to date



Adam Groth
VP Digital Strategy
at BTIS

“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.”

About

BTIS

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Industry

Insurance

Employing

150+

Services

- Professional Liability Quick Quote Application
- Contractors Pollution Liability
- Vacant Dwelling Residential
- Small Business/BOP
- Vacant Commercial
- Transportation/Truckers
- Vacant Land
- Truckers GL
- Commercial Bond

Mission

Go to market fast and scale the binding process

BTIS identified that some of its lines of business, including the Commercial Auto Application, were outdated, disconnected, and preventing sales. Additionally, its applications weren't collecting enough data for the underwriters to provide accurate quotes in a timely manner.

Using an outdated and disconnected system, there was too much back-and-forth between underwriters and customers before sending a quote, preventing sales.

Core desires

- Connect journeys to business systems
- Bind more insurance policies
- Increase weekly submissions

Solution

Streamlining insurance quotes and binds

Launching journeys with no code

EasySend Certified, the BTIS team builds journeys and publishes changes without dev reliance.

Improving completion rates

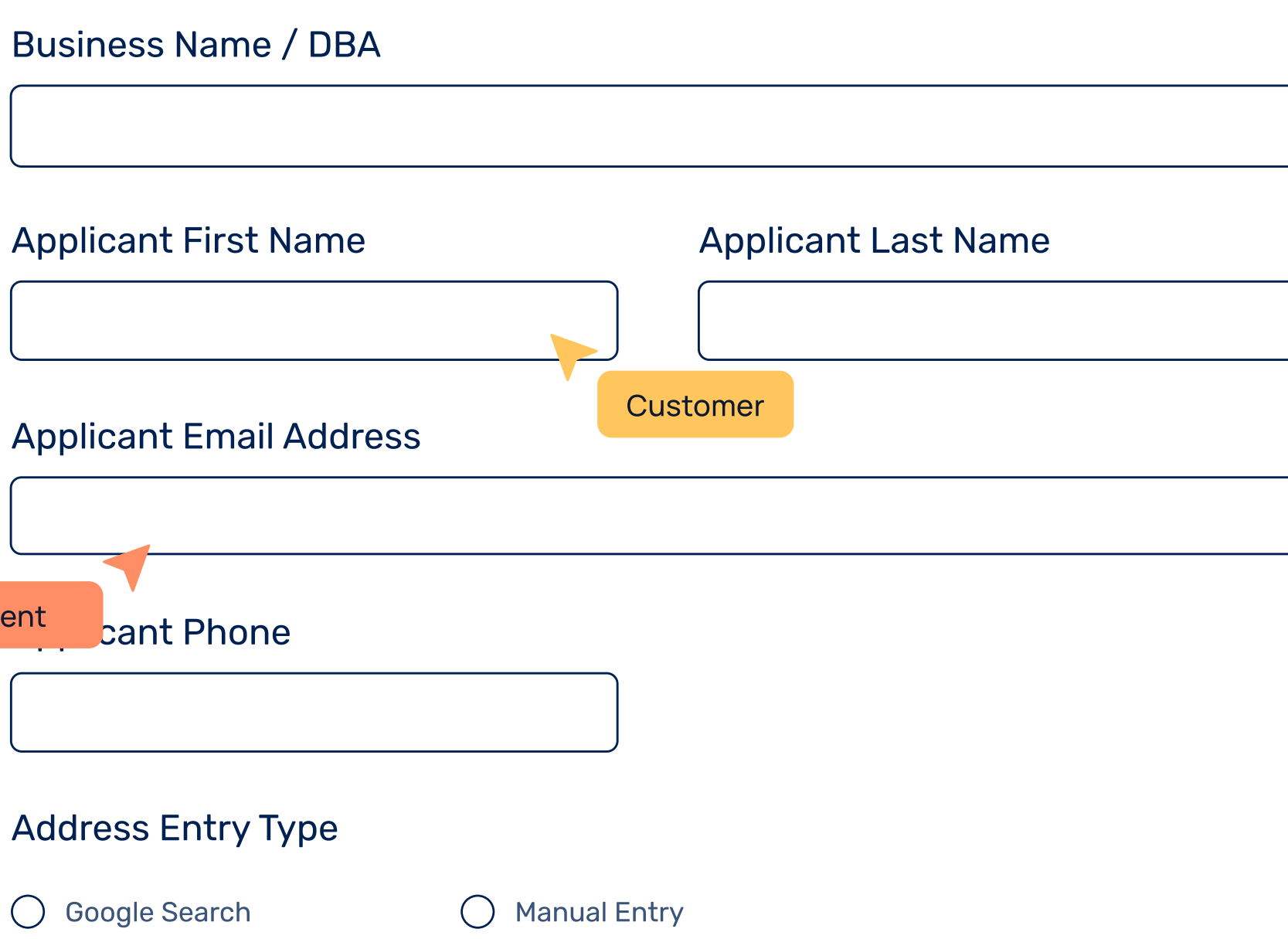
It's easier for agents to fill out more forms every month with the help of pre-filled data, form logic, validation, and conditions.

Better customer experience

By accessing supportive tools like Co-Browsing and status tracking, BTIS agents can track progress and help customers complete form submission faster. While Underwriters receive all the information they need with little back-and-forth so they can write accurate quotes and scale the bond-binding process.



Applicant Details



The power of EasySend at BTIS



No-code builder

BTIS turned a complex multiform process into a digital B2B onboarding journey.



Logic & Validation

Journeys with logic and validations built-in helps speed up turn around time and reduce errors



Integrations

BTIS connected their business software to automate data collection and streamline their workflow.



Themes

BTIS added their logo and colors to create an experience that feels native to their brand.



Co-Browsing

BTIS assists customers remotely by sharing screens and supporting clients in real time.



Analytics Dashboard

BTIS tracks and optimizes digital processes by analyzing the data and insights, and reports.



Adam Groth
VP Digital Strategy at
BTIS

“With EasySend, the ability to make changes on the fly without IT resources has been a game changer.”

Partners since 2020

BTIS initially began using EasySend to shift from disconnected manual Google Forms to integrated digital experiences. To date, BTIS has leveraged EasySend for a variety of use cases spanning different product and business lines, including Auto Commercial, Professional Liability, Vacant Dwelling, Vacant Land, and Business Owners Policy.



About EasySend

EasySend is the missing layer to limitless self-service.

Our AI-powered digital platform makes it easy to plan, create, and manage personalized customer interactions across every channel, seamlessly connected to your business software. With our low-code suite of products

—Journeys, DynamicDoc, EasySign, and Workflow Manager—you go beyond traditional forms to deliver thoughtful, dynamic, and efficient experiences that go far beyond traditional forms.

[Learn more](#)