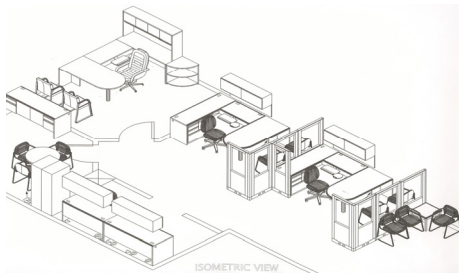


# Case Study – Fortune “50” Insurer

## Action

PROCUREMENT, STAGING, DELIVERY AND INSTALLATION OF ALL COMPONENTS OF NEW AGENCY OFFICES OF A MAJOR INSURANCE COMPANY THROUGHOUT THE U.S.



## Situation



For the last eight years, W.M. Putnam has been outfitting new agent offices across the country. During that time, over 4,500 offices have been installed in all 50 states. Offices include all furniture, panels, equipment and accessories required of the agent and 2-3 assistants. The program involves:

- Space planning and interior design for all offices, assistant work stations, common work areas, reception areas, and break rooms
- Arranging for the construction of interior walls and other improvements as well as carpeting where necessary
- Assisting local personnel with selection of furniture, panel and accessory items as well as with color, fabric, and finish options
- Arranging for purchase and delivery (in a single shipment) of all items
- Installing all furniture, panels, accessories, and certain equipment items such as faxes, copiers, burglar alarms, etc.
- Providing customer follow-up, returns and replacements and product warranty administration
- Submitting billings for all items on a single invoice and preparing appropriate reporting

W.M. Putnam also provides for the on-going furniture and paneling needs of existing agents, supplying over \$11MM in supplemental orders over the last five years.

## Results

Customer has periodically tested Putnam's cost performance and has indicated that they cannot approach our performance. Benefits include:

- Reduced inventory & warehouse space
- Less administrative time and personnel
- Procurement discounts on all items (using national contracts)
- Integration of procurement with staging, delivery & installation
- Application of intense, consistent process and technology

- Program ensures that every office represents consistent look and projection of corporate "image" that enhances customers market position.
- On-time performance has been met in all but four instances (weather and truck break downs) in over 4,500 installations.
- W.M. Putnam's performance has averaged a customer satisfaction score of 4.1 in a 5.0 grading system in over 3,000 returned surveys.



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