

Improved insurance services with 2 in 1 devices

Everpro Insurance Brokers takes employee productivity to new heights with 2 in 1 devices powered by Intel® Core™ processors, boosting convenience, performance, and efficiency



“Tablet computers are generally not designed to operate in a business environment, but Microsoft Surface Pro 3* 2 in 1 devices that feature Intel® Core™ processors are lightweight and flexible, which is key in bringing efficiency and productivity to the workplace. They are also specifically designed for easy word processing through the exclusive, fully functional keyboard module. Equipped with the Windows* 8.1 operating system, these devices allow our program developers to work with ease and convenience.”

– Yin Ke-Cheng
Information Technology Associate
Vice President
Everpro Insurance Brokers

Everpro Insurance Brokers is Taiwan's highest revenue-earning insurance company, dedicated to providing clients—particularly retirees—with a comprehensive suite of insurance products. As a leading expert in retirement financial planning, Everpro is committed to giving its clients utmost security and excellent service by continuing to elevate the efficiency and performance of its sales associates. To ensure sales people could deliver top-notch service, the company gave them 2 in 1 devices powered by Intel® Core™ processors for convenience, efficiency, and productivity, even when working on the go.

Challenges

- **Improve salesforce performance and productivity.** Enhance work efficiency among sales personnel, especially when they are working on the go.
- **Simplify input methods.** Provide a mobile device that makes it easier to input information.
- **Ensure uninterrupted usage.** Give sales personnel a convenient mobile device that enables continuous browsing and usage from anywhere.

Solution

- **Utilize powerful, flexible 2 in 1 devices.** Provide salesforce with Microsoft Surface Pro 3* 2 in 1 devices powered by high-performance Intel® Core™ processors integrated with the Windows* 8.1 operating system and Microsoft Office* software, for easy word processing and long battery life to ensure ease and convenience when working on the go.

Impact

- **Enabled convenience when working on the go.** Harnessed lightweight 2 in 1 devices to allow creation and editing, as well as easy access to internal corporate data.
- **Enhanced productivity and service delivery.** With long battery life and remarkable performance, Everpro sales associates can work with optimum efficiency while delivering uninterrupted service to their clients.
- **Created a blueprint for a multiple-device platform.** Everpro now has a solid foundation for a system platform that supports multiple mobile devices to give sales associates instant access to information and services on the go.

Ensuring quality of service whenever, wherever

As a top insurance brokerage company, Everpro is committed to providing excellent service and high-quality insurance products to its customers. The company ensures that its clients continue to enjoy a high level of trust and security with its services by improving its procedures, as well as ensuring its sales associates are able to provide outstanding performance and efficiency.

In line with this commitment, Everpro has developed a complete, standardized procedure that emphasizes service efficiency and practicality, which has earned the company the IOS 27001 Information Security Authentication. This certification mitigates the insecurity and distrust that many Taiwanese consumers experience when considering any insurance product. It also reflects the company's commitment to giving each Everpro client outstanding service.

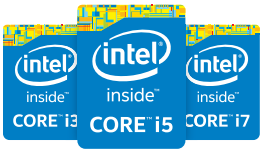
To inspire its salesforce to deliver a consistently high level of service, Everpro rewards them with information equipment and devices to enable a more productive environment.

Traditional tablets compromise quality of service

For sales associates who are constantly on the move, traditional notebook computers can be bulky and difficult to carry. While most lightweight tablet devices are easier to carry, they lack convenient input methods and are often used only for information display.

This proved to be true when Everpro issued its salesforce tablet devices from a top manufacturer. Explained Yin Ke-Cheng, information technology associate vice president at Everpro: “Many members of the staff have reported that the device was not as easy to use as they wanted.”

Since the device runs on an operating system that was unfamiliar to the staff in the Program Development Department, Everpro had to hire collaborating partners to develop apps suited to the sales and marketing personnel. Everpro's staff didn't have the IT expertise to make the tablets work the way they needed to, so the company decided the devices just weren't suitable for its business environment.



Intel® Core™ processor-powered 2 in 1s give brokers powerful, next-generation mobile devices that bring efficiency and convenience

"We had to search for other tablet solutions to meet our business requirements. It was during this time that we began exploring the capabilities of the Microsoft Surface Pro 2 in 1 devices," shared Yin.

A 2 in 1 device designed for the business environment

Since its launch, the Microsoft Surface Pro 2 in 1 device powered by the Intel Core processor family has been positioned to cater to the needs of the business elite. With its integrated Windows operating system and Microsoft Office software, which almost all users are familiar with, the Microsoft Surface Pro has become the perfect choice to meet the requirements of the business environment. It offers the best of both worlds, delivering a full-performance laptop and tablet in a single device.

Late last year, Everpro ordered hundreds of Microsoft Surface Pro 3 tablets powered by Intel Core processors to fulfill the business requirements of its sales personnel.

"When we were evaluating the procurement of new information equipment, the feedback our salesforce had given us was a paramount consideration," explained Yin. "When the first-generation Microsoft Surface Pro was launched, many members of our staff expressed willingness to use it. At that time, though, the device's screen size was just 10.1 inches, so it wasn't ideal for all business activities. However, when the 12-inch Microsoft Surface Pro 3 came out, it was then that we gave a green light to procure it as the right mobile device for our sales force."

A device that's accessible and easy to master

Choosing the Microsoft Surface Pro 3 for its sales personnel proved to be a winning decision for Everpro. Since the device is

suited for hand writing, this has solved the input issues that were common in other tablet devices. Users can instinctively mark documents as needed, as well as make notes and create innovative graphics and documents. Users can also affix their electronic signatures with the device.

Since the Microsoft Surface Pro 3 comes with a full-size, fully functional keyboard, Everpro sales associates can easily input large volumes of data even on the go. At 0.91 cm and only 800g in weight, the device offers lightweight convenience, plus an easy way to create and edit documents and access internal corporate data.

The 2 in 1 devices are also equipped with a high-performance, 64GB solid-state drive, which enhances overall system performance and application responsiveness. Sales associates can easily access the applications they already know, without encountering any compatibility issues. Familiarity with the Windows operating environment and development tools also enables programmers in Everpro's IT department to easily develop and maintain mobile applications and services. In the long term, this will allow the company to expand its services significantly to both the Taiwanese and Chinese market segments.

Another important factor that made the decision to switch easy for Everpro was the option of selecting the right Intel Core processor to go with the 2 in 1 device. More importantly, the device's energy efficiency is perfectly suited for people who are always on the move.

"This energy-efficient feature allows our salesforce to browse and use their 2 in 1 devices for up to nine hours. This has proven to be extremely beneficial in our pursuit to expand sales and market share," said Yin.

Lessons Learned

- Users are more productive with 2 in 1 devices that are familiar and easy to use.
- Microsoft Surface Pro* 2 in 1 devices, based on the Intel® Core™ processor, combine power with lightweight convenience, high accessibility, and multi-functionality to enable users to work with optimum efficiency on the go.

The blueprint for a future-forward insurance brokerage industry

With the extreme flexibility the Intel Core processor-powered 2 in 1 devices offer, Everpro has set its sights on establishing an information platform that can support multiple mobile devices. The comprehensive information system will also be established at Everpro's Beijing branch to give sales associates across the region instant access to information and services on their Surface Pro 3.

"With a 2 in 1 device that is both multi-functional and easy to carry, Everpro can further bolster its position in the insurance brokerage industry," concluded Yin.

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