

Cook Maran & Associates

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The Problem

Cook, Maran & Associates was having a processing issue; audits, endorsements, and policy reviews were starting to multiply and there weren't enough people with the necessary skills to help get the workload tamed. "They're not the simplest tasks," said Beth Gardner, COO of the full-service insurance agency with headquarters in Southampton, NY. The agency's 60 staff members were quickly becoming bogged down.

The company had hired two assistants, but they were still new to the business and weren't up to the level needed to understand and complete the processes. Also, the account managers had just taken on more duties. "We needed to give them some relief," said Beth.

The Solution

A chance email from the Big I held the answer for Beth. In it, an article talked about a company called WAHVE and how it was helping firms find skilled workers that suited their needs. Beth decided to call WAHVE.

A few phone calls later, Cook Maran hired WAHVE to provide a remote worker – a "wahve" – to work on processing tasks. In her phone interview with the candidate, Beth said she was impressed with the wahve's background and history of effectively handling complex situations and processing issues. "She had done even more [in her career] than we were asking her to do," says Beth.

About Cook Maran & Associates

Cook Maran & Associates offers a full range of insurance products to individuals and businesses in 48 states. Their current book of business includes commercial lines, personal lines and employee benefits; they also have commercial specialty lines in the construction and pool & spa industries. President & CEO Leonard Scioscia has more than 30 years of experience in insurance and risk management.



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More impressive, Beth says, was the way her wahve transitioned easily into the job and with a limited amount of training, eliminating the need for an account manager to act as the middleman. “The mail that used to go to the account manager, first now gets sent straight to our wahve, and then she’ll call us if she has questions.”

The experience was so positive that Cook Maran hired its second wahve to handle certificates of insurance and more basic work, freeing up an assistant to cover for a maternity leave. One wahve is now working 37 hours a week, while the other wahve fills in where and when needed.

The Results

It’s been a positive experience for Cook Maran, says Beth. Employees are less stressed thanks to the absence of a backlog, she adds. An added bonus – the account managers are able to redirect their energies toward remarketing efforts.

The specialization in the insurance business is why WAHVE works for Cook Maran, and why Beth believes WAHVE is a great solution and one that came as no surprise. “I had high expectations, and they were met.”

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Beth Gardner, COO

