

*Real-world agency results*

# Gehring Group Gets Business Insights, Gains a Partner for Growth with Veruna



For more than three decades, Gehring Group has built a thriving business with a unique model. Taking a highly consultative approach to benefits and risk management for public entities such as counties and school districts, the company embraces innovation and integrates technology to enable its success, driven by a guiding principle of “Think big. Think forward.”

## Business Snapshot

**Headquarters:** Palm Beach Gardens, FL

**Founded:** 1992

**Focus:** Employee Group Benefits and Risk Management for public sector entities, businesses, industries, and labor and professional organizations

## Challenge

After battling with a legacy AMS for years, Kate Grangard, Managing Director-National Public Entities Practice, knew something had to change.

“It was a very click-heavy, arduous system in a product that was not industry-specific,” Grangard said. “We had built it out as best we could, but you were still trying to put a square peg into a round hole.”

From a leadership perspective, having siloed systems and limited data and reporting was a serious problem.

“It is very frustrating when you don’t have the information you need at your fingertips,” she said. “It is difficult to manage your business that way. You can’t measure what you can’t see.”

Brought onboard to help address the company’s technology needs, LaToya Hargrett, Technical Business Analyst, quickly realized the extent of the challenges.

“The system lacked a lot of functionality,” Hargrett said. “It actually didn’t meet the basic business needs that the typical stakeholder had.”

More problematic, these limitations led users to adopt their own workarounds.

“The biggest issue was no one wanted to use it,” Hargrett said. “Everything was done outside of the system manually, so there was no way to report on what they were doing.”

## Solution

After meeting extensively with stakeholders across the company and vetting numerous solutions, Hargrett recommended Veruna, and Grangard agreed. They appreciated that Veruna was tailor-made for insurance out of the box, but also highly customizable.

"It's on the Salesforce platform, so it gives you that wide-open world of possibility," Hargrett said. "If you can build it, you can do it. That was number one—the flexibility."

Veruna's passion for innovation and spirit of partnership also set them apart.

"Their outlook and perspective were refreshing," Grangard said. "Their vision was aligned with our business. We trusted them."

"In technology, it's not about it being perfect," she added. "It's about responsiveness and being able to get answers and to get results. You want to pick the best partners and have a relationship."

Working together with Veruna and implementation partner HipTen, Hargrett and team navigated the challenges of a pandemic rollout and went live with Veruna in a matter of months. Delivering on schedule and achieving a relatively smooth transition was impressive, Grangard felt.

"To meet a deadline and to honor that commitment is a big deal," she said. "The fact that there was no angst... that's extraordinary."

## Business Impact

For Hargrett, Veruna's impact on the business has been easy to see.

"I get so many compliments on the system," she said. "People that never used the old system, who hated it—they use Veruna on a regular basis."

In addition, she said, "It's easy for me to go in and make customizations, and the onboarding process is much easier. That's a huge benefit, that it's easy for people who've never used the system to adopt and adapt to."

For her part, Grangard said having real-time access to reliable data companywide has been a game-changer.

"It's helping us grow, she said. "You need a really solid database when you're doing consulting-type contracts, to be able to look at the market, and get a very quick, bird's-eye view into how other clients are performing."

Grangard also believes useful, intuitive solutions will play an important role as Gehring Group continues to think big and prepare for the future—especially in an industry with an aging workforce and increasing competition.

"A lot of people stay on archaic systems because they're afraid to move," she said. "They think 'it's easier just to stay where I am,' and they become a hostage to the cost and the limitations."

In contrast, she said, "We need, as employers, to make sure the technology and tools we have enable the skillsets of the workers coming into our workforce—and help us attract the best people to join our team."

*"It's helping us grow. You need a really solid database... to be able to look at the market, and get a very quick, bird's-eye view into how other clients are performing."*

Kate Grangard,  
Managing Director, NPE Practice  
Gehring Group

Does your AMS have the flexibility and innovation to deliver ideal experiences for today's consumers—and producers—while supporting agency growth and profitability? If not, you should look into Veruna today!

[www.veruna.com](http://www.veruna.com)

Get In Touch

1-508-834-1114

[sales@veruna.com](mailto:sales@veruna.com)

