

Reference Story

The Georgia Fund

www.gafund.com

Situation:

Robbie Taylor, Executive Vice President of The Georgia Fund, was unsatisfied with previous attempts to develop a useful web presence. Mrs. Taylor needed to use Internet based technology to improve services provided to Georgia Fund members.

Critical Issue:

The Georgia Fund has a long history of success providing title insurance and related services to its members. Competitive pressures in the title insurance industry were threatening the continued success of The Georgia Fund. Conditions required an improvement in service without an increase in cost.

Reasons:

The established process for gathering request for title insurance from members throughout the state and forwarding on to underwriters was time consuming and labor intensive. The geographic distribution of members also resulted in frequent long distance fax charges and busy signals. Disparities of personal computer expertise at member offices prevented direct networking of computer systems from being a viable option.

Vision/Solution:

The Georgia Fund needed an easy way to make information and services available to members throughout the state without increasing staff. The Fund needed a way to collect and forward insurance request from members in a more timely, less labor-intensive manner. The Georgia Fund also needed to reach prospective new members. All of these things had to be done with a system that could be easily adopted by attorneys and their staff. CPD Services designed and created a system with these capabilities.

Results:

CPD Services consulted with The Georgia Fund and created a plan for cost effective development of an online system to improve and expand membership services. Upon

approval by The Georgia Fund Board of Directors, CPD Services developed the proposed system on budget. The Georgia Fund Online now handles over 75% of all standard member requests. Request sent via the web site are directly transmitted to the underwriter, which saves time, labor, and reduces manual errors.

The Georgia Fund was able to reallocate staff involved in processing title insurance and thus widen services offered to both member and non-member attorneys. The current site is an expanding system used to provide attorneys easy access to the variety of services offered by The Georgia Fund.

The impression of the site on The Georgia Fund members is perhaps best summarized by the comments of Ryan Frier, a prospective member:



"...when I found your new web site I knew I wanted to use the Georgia Fund. Everything I needed was on your site. Setting up a new law practice is quite time consuming at best. After viewing your site and downloading the application, I decided to stop my search right here."