

Complete Torvin Case Study

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VOXYN SUMMARY OUTCOMES

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This Voxyn advisory service, powered by Torvin’s Digital Twin and the Valorys Value-Creation system, is designed to highlight how the Vterra platform can be engaged by leaders to improve judgment and better guide their organization.

Client Profile

Industry: Insurance

Enterprise scale: Medium size

Primary challenge category: Rapid decline

Initial Condition

Despite strong strategic intent, the organization experienced:

- Execution drift
- Measurement distortion
- Leadership bottlenecks
- Coordination friction

Reality and narrative had separated.

VOXYN Engagement Context

VOXYN was used to establish:

- Enterprise context formation
 - Valorys-governed interpretation
 - Living advisory dialogue
 - Execution discipline oversight
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What Changed

Through VOXYN:

- Leadership engaged enterprise reality continuously
 - Strategy moved from episodic planning to living alignment
 - Execution shifted from reaction to discipline
 - Measurement returned to truth-anchored signaling
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Outcome Coherence

Instead of listing only metrics, you emphasize:

- Increased leadership confidence
 - Reduced strategic rework
 - Clearer enterprise alignment
 - Faster coordination cycles
 - Sustained value realization
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Executive Reflection (Quote Block)

“VOXYN did not give us better dashboards.

It gave us better judgment.”

— [David Harrington, CEO]

What This Case Demonstrates

This engagement illustrates how VOXYN:

- Preserves leadership accountability
- Disciplines execution
- Prevents narrative drift
- Anchors enterprise motion in truth

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CONTEXT FOR THE TORVIN CASE STUDY

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This is a comprehensive case study for a fictitious for-profit American insurance company called Torvin. It is a mid-sized property & casualty insurer with personal and commercial lines, facing digital disruption, legacy systems, regulatory challenges, talent gaps, and PE/financial pressures. This case study addresses modern social, economic, regulatory, technological, consumer issues, and competitive pressures for Torvin.

This case study includes the following areas:

1. Company overview and background
2. Financial details (10-year history)
3. Operational metrics
4. Customer interviews
5. Competitor analysis
6. Workforce demographics
7. Supply chain details (which for insurance would be more about operations/claims processing)

8. Technology infrastructure assessment
9. Organizational structure analysis
10. Sales and marketing details
11. HR function details
12. Legal function details
13. Value stream mapping

Torvin now faces these specific challenges:

- *Selling value that customers can't see or feel.* Torvin's product is a promise—coverage and service that only become real during a claim—making value harder to communicate, differentiate, and manage for a product that only becomes visible when something goes wrong.
- *Orchestrating a non-physical supply chain.* Instead of materials and logistics, Torvin must manage a complex flow of underwriting, claims processing, and policy administration—where delays, handoffs, or errors directly impact customer trust and financial exposure.
- *Operating where technology is mission-critical.* Core systems and actuarial models are not support functions; they are central to pricing, risk assessment, and execution—raising the stakes for system reliability, integration, and governance.
- *Navigating fragmented regulation.* State-by-state insurance requirements create structural complexity, slowing change, increasing compliance burden, and constraining standardization across the enterprise.
- *Aligning diverse distribution channels.* Agents, brokers, and direct channels each operate with different incentives and dynamics, complicating consistency in messaging, pricing, and customer experience.
- *Competing on multiple fronts simultaneously.* Success depends not only on price, but on disciplined risk selection and differentiated service—forcing constant trade-offs between growth, margin, and long-term exposure.

TORVIN INSURANCE GROUP: COMPREHENSIVE CASE STUDY

A Mid-Sized American Insurance Company in Strategic Distress

EXECUTIVE SUMMARY & COMPANY OVERVIEW

Company Profile

Torvin Insurance Group

Tagline: "Protecting What Matters Since 1989"

Headquarters: Des Moines, Iowa

Founded: 1989 (by Thomas and Margaret Harrington)

Current Structure: Private (PE-backed since 2020)

Ownership: Silvercrest Partners (65%), Harrington family & management (35%)

Lines of Business:

- Personal Lines (Auto, Homeowners, Umbrella)
- Commercial Lines (Small Business, Professional Liability, Workers' Comp)
- Specialty Lines (Cyber, D&O, E&O)

Geographic Footprint:

- Licensed in 42 states
- Primary markets: Midwest, Southeast, Mountain West
- Distribution: Independent agents (78%), captive agents (12%), direct (10%)

Scale:

- **Direct Written Premium (DWP):** \$1.87B (2024)
- **Policies in Force:** 847,000
- **Employees:** 2,340
- **Claims Processed Annually:** 127,000
- **Independent Agent Partners:** 3,200+

COMPANY HISTORY & STRATEGIC CONTEXT

Foundation Era (1989-2005): Building Trust

Thomas Harrington, a former State Farm agent, and his wife Margaret, a CPA, founded Torvin (originally "Harrington Mutual Insurance") with a clear thesis: mid-market customers were underserved by both large national carriers (impersonal, bureaucratic) and small regional insurers (limited product breadth, questionable financial strength). They positioned between these extremes, offering personalized service with financial stability.

The company grew steadily through independent agent relationships, conservative underwriting, and disciplined claims management. By 2005, they operated in 18 states with \$340M in premium and a reputation for fair claims handling and agent support.

Culture: Family-oriented, relationship-driven, claims-first mentality ("We're here when it matters most"), conservative risk management.

Expansion Era (2006-2019): Growth and Complexity

Under the leadership of Thomas's son, David Harrington (CEO from 2006), Torvin expanded aggressively:

- Geographic expansion to 42 states
- Product line diversification (added commercial, specialty lines)
- Agent network tripled
- Premiums grew from \$340M to \$1.65B

However, expansion created complexity:

- State-by-state regulatory compliance burden
- Product proliferation (247 policy forms across states)
- Technology fragmentation (multiple policy admin systems)
- Underwriting inconsistency across regions
- Claims handling quality variance
- Agent experience deteriorating

Financial Performance: Solid but declining. Combined ratio crept from 94% (2006) to 99% (2019). Return on equity dropped from 12% to 6%.

Private Equity Acquisition (2020): The Inflection Point

Silvercrest Partners acquired 65% of Torvin for \$890M in March 2020—catastrophically timed with COVID-19 onset. The deal thesis:

- Stable cash flows from insurance float
- Operational improvement opportunity (tech modernization, expense reduction)
- Growth through digital distribution and product innovation
- Exit in 5-7 years via strategic sale or IPO

Transaction Structure:

- \$890M equity value (8.2x EBITDA)
- \$425M new debt (mix of term loans and surplus notes)
- Harrington family rolled 35% equity
- Management equity incentives tied to exit value

The Timing Disaster:

- COVID-19 created immediate claims volatility (BI claims, auto frequency changes)
- Investment portfolio losses from market crash
- Digital acceleration exposed technology inadequacy
- Remote work revealed operational fragility
- Agent relationships strained during lockdowns

Post-Acquisition Reality (2020-2024): Managed Decline

The PE playbook—modernize technology, reduce expenses, grow premium—collided with brutal realities:

Technology Modernization:

- Core policy admin systems 20+ years old
- Digital transformation attempts failed (covered below)
- \$180M investment produced minimal results
- Systems more fragmented, not less

Expense Reduction:

- Aggressive cost-cutting: headcount down 18%
- Agent commissions compressed
- Claims staff reduced
- Training eliminated
- Culture deteriorated

Premium Growth:

- Pricing inadequacy (chasing growth over profitability)
- Adverse selection (good risks leaving, bad risks staying)
- Agent dissatisfaction reducing submissions
- Digital direct channel failed to scale

Financial Trajectory:

- Combined ratio: 103.7% (2024) - losing money on underwriting
- Investment income declining (low interest rates, then portfolio losses)
- Surplus eroding (down from \$920M to \$687M)
- Debt service consuming capital
- Credit rating downgraded (A- to BBB+)

PE Response:

- Installed new CFO (cost-cutting mandate)
- Pressure for 95% combined ratio (impossible without transformation)
- Exit timeline: 18-24 months (desperate)
- Strategic options narrowing (distressed sale likely)

Current State (2024): Crisis Conditions

Torvin exhibits characteristics of an insurer in financial and operational distress:

Financial: Underwriting losses, declining surplus, debt burden, credit deterioration

Operational: Legacy systems failing, claims backlog, underwriting inconsistency

Market: Premium erosion, agent defections, policyholder retention declining

Regulatory: Increased scrutiny, examination findings, market conduct issues

Talent: Key personnel departures, recruiting failures, demoralized workforce

Strategic: No clear path forward, PE pushing for sale, family control lost

The company faces an existential question: **Transform or liquidate?**

10-YEAR FINANCIAL HISTORY (2015-2024)

INCOME STATEMENT (in millions)

| Year | Direct Written Premium | Net Earned Premium | Net Investment Income | Total Revenue | Loss & LAE | Underwriting Expenses | Combine Ratio | Net Income | ROE |
|------|------------------------|--------------------|-----------------------|---------------|------------|-----------------------|---------------|------------|-------|
| 2015 | \$947 | \$912 | \$78 | \$990 | \$593 | \$261 | 93.6% | \$114 | 10.8% |
| 2016 | \$1,034 | \$998 | \$81 | \$1,079 | \$654 | \$284 | 94.0% | \$118 | 10.2% |
| 2017 | \$1,148 | \$1,109 | \$87 | \$1,196 | \$738 | \$311 | 94.6% | \$124 | 10.4% |
| 2018 | \$1,287 | \$1,242 | \$94 | \$1,336 | \$847 | \$347 | 96.1% | \$117 | 9.1% |
| 2019 | \$1,425 | \$1,378 | \$102 | \$1,480 | \$963 | \$401 | 99.0% | \$89 | 6.8% |
| 2020 | \$1,312 | \$1,268 | \$73 | \$1,341 | \$911 | \$397 | 103.2% | -\$38 | -2.9% |
| 2021 | \$1,598 | \$1,544 | \$68 | \$1,612 | \$1,127 | \$459 | 102.8% | -\$19 | -1.5% |
| 2022 | \$1,764 | \$1,704 | \$84 | \$1,788 | \$1,289 | \$497 | 104.8% | -\$74 | -6.8% |

| Year | Direct Written Premium | Net Earned Premium | Net Investment Income | Total Revenue | Loss & LAE | Underwriting Expenses | Combined Ratio | Net Income | ROE |
|------|------------------------|--------------------|-----------------------|---------------|------------|-----------------------|----------------|------------|--------|
| 2023 | \$1,813 | \$1,752 | \$97 | \$1,849 | \$1,338 | \$512 | 105.6% | -\$98 | -10.2% |
| 2024 | \$1,871 | \$1,807 | \$104 | \$1,911 | \$1,411 | \$529 | 107.4% | -\$142 | -15.9% |

BALANCE SHEET HIGHLIGHTS (in millions)

| Year | Total Assets | Cash & Investments | Reserves | Total Debt | Surplus | Debt/Surplus | Leverage Ratio |
|------|--------------|--------------------|----------|------------|---------|--------------|----------------|
| 2015 | \$2,847 | \$2,214 | \$1,798 | \$180 | \$869 | 0.21x | 2.07x |
| 2016 | \$3,124 | \$2,437 | \$1,964 | \$185 | \$975 | 0.19x | 2.01x |
| 2017 | \$3,456 | \$2,698 | \$2,187 | \$190 | \$1,079 | 0.18x | 2.03x |
| 2018 | \$3,842 | \$3,004 | \$2,451 | \$195 | \$1,196 | 0.16x | 2.05x |
| 2019 | \$4,187 | \$3,276 | \$2,718 | \$200 | \$1,269 | 0.16x | 2.14x |
| 2020 | \$4,684 | \$3,512 | \$2,897 | \$625 | \$1,162 | 0.54x | 2.49x |
| 2021 | \$4,821 | \$3,624 | \$3,087 | \$638 | \$1,096 | 0.58x | 2.82x |
| 2022 | \$4,679 | \$3,458 | \$3,154 | \$654 | \$871 | 0.75x | 3.62x |
| 2023 | \$4,512 | \$3,287 | \$3,201 | \$672 | \$639 | 1.05x | 5.01x |
| 2024 | \$4,389 | \$3,118 | \$3,247 | \$689 | \$453 | 1.52x | 7.18x |

Critical Financial Indicators:

Combined Ratio Deterioration:

- 2015: 93.6% (profitable underwriting)

- 2019: 99.0% (breakeven)
- 2024: 107.4% (severe underwriting losses)

Surplus Erosion:

- Peak (2019): \$1,269M
- Current (2024): \$453M
- Decline: 64% in 5 years
- **At current loss rates, surplus could be depleted within 3-4 years**

Debt Burden:

- Pre-PE (2019): \$200M debt, 0.16x debt/surplus
- Post-PE (2024): \$689M debt, 1.52x debt/surplus
- Interest expense consuming \$54M annually
- Debt covenants at risk

Reserve Adequacy Concerns:

- Reserves growing faster than premium
- Prior year development: \$87M adverse (2024)
- Actuarial opinions qualified
- Regulatory reserve requirements may be underestimated

KEY OPERATIONAL METRICS

| Year | Policies in Force | Retention Rate | New Business Ratio | Avg Premium per Policy | Loss Ratio | Expense Ratio | Claims per 1,000 Policies |
|------|-------------------|----------------|--------------------|------------------------|------------|---------------|---------------------------|
| 2015 | 634,000 | 89% | 12.4% | \$1,494 | 65.0% | 28.6% | 142 |
| 2016 | 687,000 | 88% | 13.1% | \$1,505 | 65.5% | 28.5% | 147 |
| 2017 | 752,000 | 87% | 13.8% | \$1,527 | 66.5% | 28.1% | 151 |

| Year | Policies in Force | Retention Rate | New Business Ratio | Avg Premium per Policy | Loss Ratio | Expense Ratio | Claims per 1,000 Policies |
|------|-------------------|----------------|--------------------|------------------------|------------|---------------|---------------------------|
| 2018 | 821,000 | 86% | 14.2% | \$1,568 | 68.2% | 27.9% | 158 |
| 2019 | 884,000 | 84% | 13.7% | \$1,612 | 69.9% | 29.1% | 164 |
| 2020 | 801,000 | 81% | 11.2% | \$1,638 | 71.8% | 31.3% | 138 |
| 2021 | 837,000 | 79% | 12.8% | \$1,910 | 73.0% | 29.7% | 152 |
| 2022 | 862,000 | 77% | 11.4% | \$2,046 | 75.7% | 29.2% | 161 |
| 2023 | 841,000 | 74% | 9.8% | \$2,156 | 76.4% | 29.2% | 167 |
| 2024 | 847,000 | 72% | 8.9% | \$2,209 | 78.1% | 29.3% | 150 |

Troubling Trends:

- Retention declining (89% → 72%): Losing best customers
- New business declining (14.2% → 8.9%): Can't attract good risks
- Loss ratio increasing (65% → 78.1%): Adverse selection spiral
- Premium per policy up 48%: Pricing desperation, not strategy
- Claims frequency volatile: Poor risk selection

SEGMENT PERFORMANCE (2024)

| Segment | DWP | % of Total | Loss Ratio | Expense Ratio | Combined Ratio | YoY Growth | Profit/Loss |
|------------------------|--------|------------|------------|---------------|----------------|------------|-------------|
| Personal Auto | \$847M | 45.3% | 82.4% | 28.1% | 110.5% | -2.1% | -\$89M |
| Homeowners | \$521M | 27.8% | 71.8% | 32.4% | 104.2% | +1.8% | -\$22M |
| Commercial Multi-Peril | \$312M | 16.7% | 68.2% | 31.7% | 99.9% | +3.2% | -\$0.3M |
| Workers' Comp | \$127M | 6.8% | 64.1% | 28.9% | 93.0% | +4.7% | +\$9M |

| Segment | DWP | % of Total | Loss Ratio | Expense Ratio | Combined Ratio | YoY Growth | Profit/Loss |
|------------------------|-------|------------|------------|---------------|----------------|------------|-------------|
| Professional Liability | \$42M | 2.2% | 58.3% | 35.2% | 93.5% | -8.4% | +\$3M |
| Cyber | \$22M | 1.2% | 147.6% | 41.8% | 189.4% | +18.2% | -\$20M |

Segment Analysis:

Personal Auto (Disaster):

- Largest segment, worst performer
- Loss ratio 82.4% (should be 65-70%)
- Severity up 34% since 2020 (inflation, repair costs, medical)
- Frequency improving but not enough
- Adverse selection: Good drivers leaving for Geico, Progressive
- Rate inadequacy: ~15 points below needed
- **Bleeding \$89M annually**

Homeowners (Struggling):

- CAT losses elevated (severe weather increasing)
- Reinsurance costs up 67% since 2020
- Non-CAT attritional losses also rising
- Premium growth from rate increases (losing policies)
- Coastal exposure concerns

Commercial Multi-Peril (Breakeven):

- Small business focus (restaurants, retail, contractors)
- COVID BI claims in 2020-2021 created losses
- Now near breakeven but not profitable
- Competition intense

Workers' Comp (Profitable):

- Only line making money
- Conservative underwriting maintained
- Medical cost management effective
- Small book, can't offset other losses

Professional Liability (Shrinking but Profitable):

- Niche business (accountants, consultants, lawyers)
- Underwriting discipline preserved
- Book shrinking (competition, exits)

Cyber (Catastrophic):

- Entered market 2019 (late, poor timing)
- Ransomware losses exploded
- Pricing inadequate
- Underwriting expertise lacking
- Should exit but PE wants "growth"
- **189% combined ratio = disaster**

DISTRIBUTION CHANNEL PERFORMANCE (2024)

| Channel | DWP | % of Total | Policies | Avg Premium | Retention | New Business | Combined Ratio |
|-----------------------|----------|------------|----------|-------------|-----------|--------------|----------------|
| Independent Agents | \$1,458M | 77.9% | 624,000 | \$2,337 | 75% | 8.1% | 105.2% |
| Captive Agents | \$225M | 12.0% | 142,000 | \$1,585 | 68% | 11.4% | 112.8% |
| Direct (Online/Phone) | \$188M | 10.1% | 81,000 | \$2,321 | 64% | 9.7% | 114.3% |

Channel Issues:

Independent Agents (Foundation Cracking):

- Core distribution channel eroding
- Agent satisfaction declining (6.2/10, down from 8.4 in 2019)
- Commission compressions angered agents
- Technology inadequate (agents complain loudly)
- Quote-to-bind conversion declining (32%, should be 55%+)
- Agents shifting business to competitors
- Top 100 agents reduced Torvin share from 24% to 14%

Captive Agents (Underdeveloped):

- Small captive force (87 agents, down from 142 in 2020)
- Recruiting failed (can't compete with Allstate, State Farm comp)
- Technology worse than independent channel
- High turnover (34% annually)
- Worst combined ratio (poor risk selection training)

Direct Channel (Failed Digital Transformation):

- Launched 2019 with big ambitions
- Website clunky, quote abandonment 78%
- Mobile app rated 2.1 stars (unusable)
- No competitive advantage vs. Geico, Progressive, Lemonade
- Customer acquisition cost: \$347 vs. \$180 industry average
- Worst retention (customers shop every renewal)
- Adverse selection (only price shoppers buy direct)

GEOGRAPHIC PERFORMANCE (Top 10 States by DWP, 2024)

| State | DWP | % of Total | Combined Ratio | YoY Change | Issues |
|-------|--------|------------|----------------|------------|--------------------------|
| Iowa | \$287M | 15.3% | 98.2% | Stable | Home state, best results |

| State | DWP | % of Total | Combined Ratio | YoY Change | Issues |
|-----------|--------|------------|----------------|------------|--|
| Illinois | \$241M | 12.9% | 109.4% | | Deteriorating Chicago auto losses severe |
| Texas | \$198M | 10.6% | 112.7% | Declining | Catastrophe losses, regulatory |
| Ohio | \$164M | 8.8% | 103.8% | Worsening | Auto severity up |
| Missouri | \$143M | 7.6% | 101.2% | Stable | Holding |
| Kansas | \$128M | 6.8% | 96.4% | Improving | Strong underwriting |
| Nebraska | \$117M | 6.3% | 97.8% | Stable | Good agents |
| Indiana | \$109M | 5.8% | 105.6% | Declining | Competition |
| Minnesota | \$94M | 5.0% | 108.3% | Worsening | Auto and home losses |
| Colorado | \$87M | 4.7% | 114.8% | Crisis | Hail, fire, exits planned |

Geographic Challenges:

- Results vary wildly by state (96% to 115% combined ratios)
- No standardization of underwriting or claims
- Regulatory complexity (42 state Insurance Departments)
- CAT exposure concentrated (Texas, Colorado)
- Considering exits from worst states (regulatory/political nightmare)

MAJOR FINANCIAL EVENTS & NOTES

2020 - PE Acquisition & COVID:

- Silvercrest acquired 65% for \$890M
- \$425M debt added to balance sheet
- COVID created immediate chaos:
 - Auto frequency dropped (lockdowns)

- BI claims threatened (mostly denied, litigation continues)
- Investment portfolio losses: \$187M unrealized
- Work-from-home exposed IT deficiencies
- Premium declined 8% (nonrenewals, cautious underwriting)
- Combined ratio 103.2% (first underwriting loss in 20 years)

2021 - False Recovery:

- Premium rebounded (+22%) as economy reopened
- Auto frequency returned to normal (losses surged)
- Inflation began impacting severity
- Invested \$87M in "digital transformation" (failed)
- Combined ratio remained poor (102.8%)

2022 - Inflation Crisis:

- Auto repair costs up 18% YoY
- Medical inflation 12%
- Home replacement costs up 21% (labor, materials)
- Reinsurance renewal costs up 45%
- Pricing increases lagged loss cost trends
- Investment portfolio losses (rising rates): \$124M
- Combined ratio 104.8%

2023 - Deterioration Accelerates:

- Agent relations fractured (commission cuts)
- Technology projects failed (wasted \$180M cumulative)
- Cyber losses exploded (\$34M on \$42M premium)
- Severe weather CAT losses: \$147M
- Surplus declined to \$639M (regulatory concern)
- Rating downgrade: A- to BBB+

- Combined ratio 105.6%

2024 - Current Crisis:

- Underwriting losses accelerating
- Surplus at \$453M (critically low, 24% of premium)
- Reserve strengthening: \$87M
- Key executive departures (CUO, Chief Claims Officer)
- Regulatory examinations (4 states)
- PE firm exploring sale (few interested buyers)
- Combined ratio 107.4% (catastrophic)

INDUSTRY BENCHMARKS (2024)

| Metric | Torvin | Industry Median | Top Quartile |
|----------------|--------|-----------------|--------------|
| Combined Ratio | 107.4% | 97.2% | 92.4% |
| Loss Ratio | 78.1% | 66.8% | 62.1% |
| Expense Ratio | 29.3% | 30.4% | 28.7% |
| ROE | -15.9% | 8.4% | 14.2% |
| Premium Growth | +3.2% | +6.8% | +9.4% |
| Retention Rate | 72% | 84% | 89% |
| Surplus/DWP | 24% | 78% | 112% |
| Leverage Ratio | 7.18x | 2.8x | 1.9x |

Reserve Development -4.8% (adverse) +1.2% (favorable) +2.8% (favorable)

Every metric worse than industry average. Several metrics in crisis territory.

CUSTOMER INTERVIEWS (Q4 2024)

Interview #1: Independent Insurance Agent

Name: Robert Chen

Company: Chen & Associates Insurance (Illinois)

Relationship: Agent since 2007, \$8.4M annually (declining)

Interview Date: October 14, 2024

Key Quotes: "Torvin used to be my go-to carrier for preferred risks. Now? I barely quote them. Their rates are all over the place—sometimes competitive, usually not. And even when they're competitive, I hesitate because I know the service will be problematic."

"The real killer is their technology. I'm running quotes in 2024 using systems that look like they're from 2004. It takes 12-15 minutes to generate a quote when Progressive takes 90 seconds. My clients are standing at my desk drumming their fingers while I wait for Torvin's system to load. It's embarrassing."

"Claims have become a nightmare. I had a policyholder with a straightforward house fire—total loss, clear liability. It took Torvin 127 days to settle. The adjuster changed three times. The policyholder called me crying multiple times. I lost that client and three referrals from their anger. Progressive settled a similar claim for me in 28 days."

"They keep cutting our commissions—down from 15% to 12% to now 10%—while expecting us to do more work because their systems are terrible. Meanwhile, they're spending millions on direct-to-consumer advertising trying to cut us out. You can't have it both ways."

"Here's the bottom line: Five years ago, Torvin was 32% of my book. Today it's 14% and falling. I'm actively moving clients to other carriers because I don't trust Torvin to be there in three years. When an agent loses faith in a carrier's financial stability, it's over."

Pain Points:

- Quoting system slow, outdated, error-prone
- Pricing inconsistent and often non-competitive
- Claims handling poor (delays, adjuster turnover, communication failures)
- Commission reductions
- Lack of agent support and technology
- Financial stability concerns

Likelihood to Increase Business: 1/10 (actively reducing)

Interview #2: Commercial Policyholder

Name: Sarah Mitchell

Company: Mitchell Mechanical Services (Ohio) - 47 employees

Relationship: Customer since 2012, \$124K annual premium

Interview Date: October 21, 2024

Key Quotes: "We've been with Torvin for twelve years. For the first eight, they were great—responsive, fair pricing, understood our business. Then something changed. It feels like we're just a policy number now, not a valued customer."

"Our workers' comp claim from last year is still unsettled. An employee had a legitimate back injury on a job site—clear-cut workers' comp case. Six months later, we're still fighting with Torvin's third-party administrator. The paperwork requests are endless. The delays are costing us—the employee retained a lawyer, costs are escalating, and our mod is going to get hammered."

"What really bothers me is the lack of risk management support. We used to have a safety consultant visit quarterly, help with training, identify hazards. That ended in 2022—'cost savings' they said. So now we're on our own to manage risk, but if our claims go up, our rates skyrocket. How is that a partnership?"

"The premium increases have been brutal. Last year: up 24%. This year: up 19%. No claims. Same operations. They say it's 'market conditions' and 'portfolio rebalancing.' Translation: they need cash and we're an easy target. Our broker is shopping us because we can't sustain these increases."

"The final straw was trying to add cyber liability. We're a mechanical contractor—we handle customer data, employee information, vendor contracts. A ransomware attack would destroy us. I called Torvin in March asking about cyber coverage. Six months later, I'm still waiting for a quote. They keep saying their underwriting team is 'reviewing the risk profile.' Meanwhile, I'm uninsured for a major exposure. That's unacceptable."

Pain Points:

- Claims handling deteriorated significantly
- Premium increases excessive and unexplained
- Loss of proactive risk management support
- Inability to get cyber coverage quoted
- Feeling deprioritized as small commercial account

Likelihood to Renew: 3/10 (actively shopping alternatives)

Interview #3: Personal Lines Policyholder

Name: Michael Torres

Company: N/A (Consumer)

Relationship: Auto and home customer since 2016

Interview Date: November 3, 2024

Key Quotes: "I stayed with Torvin for eight years because my agent, who I trust, recommended them. But every interaction with the company itself has been frustrating. If not for my agent buffering between me and them, I would have left years ago."

"I tried using their mobile app to view my policy and file a minor auto claim—someone dinged my door in a parking lot. The app crashed three times. When I finally got through, the claims process was so confusing I gave up and just paid the \$800 repair myself rather than deal with them. A \$500 deductible claim isn't worth the aggravation."

"My home insurance has gone from \$1,240 a year to \$2,180 a year. That's a 76% increase in four years. Same house. Same coverage. No claims. When I called to ask why, I got bounced between three people and never got a clear answer. Just 'market adjustments' and 'reinsurance costs.' Meanwhile, I see Torvin ads on TV saying 'We Protect What Matters.' Really? What matters to me is not getting price-gouged."

"The final straw was when my daughter had a car accident—not her fault, other driver ran a red light. Their insurance accepted liability immediately. I called Torvin to report it and make sure my daughter was covered if the other insurance tried to lowball us. The representative was rude, seemed annoyed I was calling, and said they'd 'look into it.' Never called me back. I had to call three more times. Eventually, our agent stepped in and fixed it, but the company itself? Terrible."

"I've already moved my auto to Progressive—saved \$480 a year and their app actually works. My home is up for renewal in February. Unless Torvin dramatically reduces the premium or my agent talks me out of it, I'm gone."

Pain Points:

- Technology (app, website) dysfunctional
- Premium increases unexplained and excessive
- Customer service poor (rude, unresponsive)

- Claims process confusing
- Disconnect between marketing promises and reality

Likelihood to Renew: 2/10 (leaving unless dramatic change)

Interview #4: Former Employee

Name: Jennifer Kwon

Role: Former Senior Underwriter (Personal Lines)

Tenure: 2014-2023 (left voluntarily)

Interview Date: November 8, 2024

Key Quotes: "I loved Torvin for the first six years. It was a great place to work—collaborative, focused on customers, good training and development. The Harrington family genuinely cared about employees and doing the right thing. Then the private equity firm bought in, and everything changed."

"Immediately, it became all about the numbers—combined ratio, expense ratio, headcount reductions. They fired or pushed out people who'd been there 20+ years. They cut training budgets to zero. They eliminated underwriting authority and centralized everything, which sounds smart but actually made things worse because the centralized team was overwhelmed and didn't know local markets."

"The technology situation is criminal. We were using a policy administration system from 2003. It crashed constantly. Data entry errors were rampant. It took 45 minutes to underwrite a simple homeowners policy because of all the workarounds required. Management kept promising a new system—'coming next year!' Every year, same promise. Never happened."

"The breaking point for me was when they implemented 'dynamic underwriting guidelines' that were really just 'write anyone who applies at whatever rate the pricing algorithm spits out.' The algorithm was trash—it didn't account for local market conditions, loss trends, anything. We went from selective underwriting to quote-and-bind-everything. Our loss ratio exploded. Those of us who raised concerns were told to 'trust the model' or 'find another job.' So I did."

"Morale in underwriting—across the entire company really—is abysmal. People are actively looking to leave. The good ones already have. What's left are people who can't get jobs elsewhere or are close to retirement and just trying to hang on. You can't run an insurance

company with C-players. The risks are too complex, the regulations too demanding. But that's where Torvin is."

"One more thing: I don't think they're reserving adequately. When I was there, claims would come in and we'd see patterns—certain types of losses trending higher, severity jumping. We'd flag it to management. They'd acknowledge it but then not strengthen reserves because it would hurt the P&L and upset the PE firm. I left before it fully blew up, but I guarantee there's a reserve deficiency that's going to surface. It always does."

Insights:

- Cultural destruction post-PE acquisition
- Technology failures crippling operations
- Underwriting discipline sacrificed for growth
- Talent exodus accelerating
- Concerns about reserve adequacy (whistleblower implications)
- Management ignoring warnings from experts

Customer Survey Summary (n=1,847, October 2024)

| Metric | Score | Industry Avg | Change YoY |
|----------------------------------|--------------|---------------------|-------------------|
| Overall Satisfaction | 5.9/10 | 7.8/10 | -1.4 |
| Value for Price | 4.8/10 | 7.1/10 | -2.1 |
| Claims Satisfaction | 5.2/10 | 7.4/10 | -1.8 |
| Ease of Doing Business | 4.7/10 | 7.6/10 | -1.9 |
| Digital Experience | 3.8/10 | 7.2/10 | -0.6 |
| Billing & Payment | 6.4/10 | 7.8/10 | -0.7 |
| Agent Support (where applicable) | 7.8/10 | 8.1/10 | -0.4 |
| Likelihood to Recommend | 4.9/10 | 7.4/10 | -1.7 |

Net Promoter Score (NPS): -18 (Industry average: +32)

Detractors: 38% | **Passives:** 44% | **Promoters:** 18%

Customer Churn Analysis:

- Voluntary nonrenewal rate: 28% (Industry: 16%)
 - Primary reasons: Price (52%), Poor service (23%), Claims experience (18%), Other (7%)
-

COMPETITOR ANALYSIS

Competitor #1: State Farm

Position: Market leader (personal lines)

Market Share: 16.1% (Personal Auto), 18.2% (Homeowners)

Ownership: Mutual

Premium: ~\$42B total

Strengths vs. Torvin:

- Scale advantages (buying power, risk diversification)
- Captive agent model (19,000+ agents) creates loyalty
- Brand recognition ("Like a Good Neighbor")
- Financial strength (surplus \$124B)
- Technology investments (\$2B+ annually)
- Diversification (also banking, life insurance)
- Customer retention 90%+

Positioning: Safe, reliable, relationship-driven

Vulnerabilities:

- Legacy cost structure (expensive agent network)
 - Slow to innovate digitally
 - Premium pricing (not lowest cost)
 - Bureaucratic decision-making
-

Competitor #2: Progressive

Position: Growth leader, digital pioneer

Market Share: 14.8% (Personal Auto), 7.2% (Homeowners)

Ownership: Publicly traded

Premium: ~\$56B total

Strengths vs. Torvin:

- Technology excellence (usage-based insurance leader)
- Direct distribution (lower costs)
- Superior customer experience (Flo, Name Your Price)
- Data analytics sophistication (pricing accuracy)
- Fast claims (Snapshot, mobile app)
- Consistent profitability (95-96% combined ratio)
- Agent-accessible (comparison shopping)

Positioning: Tech-enabled, transparent pricing, customer choice

Vulnerabilities:

- Price focus attracts risky drivers
 - Less agent loyalty
 - Home insurance less developed
 - Stock market valuation pressure
-

Competitor #3: Allstate

Position: Full-service national carrier

Market Share: 10.2% (Personal Auto), 8.7% (Homeowners)

Ownership: Publicly traded

Premium: ~\$38B total

Strengths vs. Torvin:

- Diversified distribution (captive + independent + direct)
- Strong brand ("You're in Good Hands")
- Digital capabilities improving

- Commercial lines presence
- Telematics leadership (Drivewise)
- Acquisitions expanding footprint

Positioning: Full-service protection, customer choice

Vulnerabilities:

- Profitability inconsistent (combined ratio volatility)
 - Agent relations strained (captive model challenges)
 - Focus shifting to direct (channel conflict)
-

Competitor #4: Geico

Position: Direct writer, low-cost leader

Market Share: 13.4% (Personal Auto), 1.2% (Homeowners)

Ownership: Berkshire Hathaway

Premium: ~\$37B total

Strengths vs. Torvin:

- Lowest cost structure (direct model)
- Massive advertising spend (\$2B annually)
- Brand awareness 97%
- Simple, fast digital experience
- Berkshire financial backing
- Customer acquisition machine

Positioning: "15 minutes could save you 15%"

Vulnerabilities:

- Service perception vs. captive agents
- Home business underdeveloped
- Less personalized experience
- Auto-focused (not full-line)

Competitor #5: Lemonade (Digital Disruptor)

Position: Insurtech challenger

Market Share: <1% (but growing 40%+ annually)

Ownership: Publicly traded (since 2020)

Premium: ~\$600M total

Strengths vs. Torvin:

- AI-powered instant quotes and claims (90 seconds)
- Mobile-first experience (Gen Z/Millennial appeal)
- Transparent pricing and "Giveback" model
- Modern tech stack (no legacy systems)
- Data-driven underwriting
- Social mission ("unused premiums to charity")

Positioning: Insurance for the digital age

Vulnerabilities:

- Profitability negative (combined ratio 120%+)
- Limited product offerings
- Inexperienced with complex claims
- High customer acquisition costs
- Regulatory challenges in some states

Competitor #6: Chubb (Commercial/Specialty)

Position: High-end commercial and personal lines

Market Share: 3.2% (Commercial), <1% (Personal)

Ownership: Publicly traded

Premium: ~\$44B total

Strengths vs. Torvin:

- Underwriting excellence (consistent profitability)

- Specialty lines expertise (cyber, D&O, high-value home)
- Global platform
- High net worth personal lines
- Superior risk engineering
- Financial strength (A++ rated)

Positioning: Premium insurance for complex risks

Vulnerabilities:

- Not mass-market player
- High pricing
- Limited small commercial presence
- Broker-dependent

COMPETITIVE POSITIONING MAP

High Price/High Service

|

Chubb

|

State Farm, Allstate

|

-----[TORVIN]-----

|

|

|

Progressive

|

|

|

Geico

|

|

|

Lemonade

|

Low Digital Capability High Digital Capability

Torvin's Competitive Position:

- **Stuck in no man's land:** Not low-cost (Geico), not high-service (State Farm), not digital (Progressive, Lemonade)
- **Losing differentiation:** Was "good agents, fair pricing, solid claims"—all eroded
- **Structural disadvantages:** Legacy systems, declining capital, poor distribution economics
- **Adverse selection spiral:** Good risks leaving to competitors, bad risks staying
- **No clear value proposition:** Can't articulate why someone should choose Torvin

MARKET SHARE TRENDS (2019-2024, Personal Auto)

| Company | 2019 | 2021 | 2023 | 2024 | Trend |
|---------------|-------------|-------------|-------------|-------------|----------------------|
| State Farm | 16.8% | 16.5% | 16.2% | 16.1% | ↓ Stable |
| Progressive | 11.7% | 13.2% | 14.4% | 14.8% | ↑↑ Growing |
| Geico | 13.9% | 13.7% | 13.5% | 13.4% | ↓ Slight decline |
| Allstate | 10.4% | 10.3% | 10.2% | 10.2% | → Stable |
| USAA | 6.1% | 6.2% | 6.4% | 6.5% | ↑ Growing (military) |
| Torvin | 1.8% | 1.6% | 1.4% | 1.3% | ↓↓ Declining |
| Lemonade | 0.1% | 0.2% | 0.4% | 0.5% | ↑↑ Rapid growth |
| Others | 39.2% | 38.3% | 37.5% | 37.2% | ↓ Consolidation |

Key Insight: Torvin losing share to both established competitors (Progressive) and disruptors (Lemonade)—classic stuck-in-middle squeeze.

WORKFORCE DEMOGRAPHICS

Overall Workforce Profile (December 2024)

Total Employees: 2,340

Full-Time: 2,247 (96%)

Part-Time/Contract: 93 (4%)

FUNCTIONAL DISTRIBUTION

| Function | Count | % of Total |
|----------------------------|-------|------------|
| Claims | 842 | 36.0% |
| Underwriting | 387 | 16.5% |
| Sales/Distribution Support | 294 | 12.6% |
| IT/Technology | 247 | 10.6% |
| Customer Service | 218 | 9.3% |
| Finance/Actuarial | 127 | 5.4% |
| Marketing | 54 | 2.3% |
| HR | 47 | 2.0% |
| Legal/Compliance | 62 | 2.6% |
| Executive/Management | 62 | 2.6% |

AGE DISTRIBUTION

| Age Range | Count | % of Total | Industry Avg % |
|-----------|-------|------------|----------------|
| 22-29 | 164 | 7.0% | 12.4% |
| 30-39 | 421 | 18.0% | 27.8% |
| 40-49 | 585 | 25.0% | 26.2% |
| 50-59 | 749 | 32.0% | 22.1% |
| 60-67 | 374 | 16.0% | 9.8% |

Age Range Count % of Total Industry Avg %

68+ 47 2.0% 1.7%

Median Age: 49 years (Industry: 43 years)

Average Age: 47.8 years

Retirement Risk: 421 employees (18%) eligible for retirement within 3 years

Aging Workforce Challenge:

- Young talent (under 30): Only 7% of workforce
- Insurance careers seen as "uncool" vs. tech
- Recruiting struggles to attract digital natives
- Knowledge transfer crisis as experienced staff retire

TENURE DISTRIBUTION

Years of Service Count % of Total

| | | |
|-------------|-----|-------|
| 0-2 years | 492 | 21.0% |
| 3-5 years | 327 | 14.0% |
| 6-10 years | 445 | 19.0% |
| 11-20 years | 702 | 30.0% |
| 20+ years | 374 | 16.0% |

Average Tenure: 10.8 years

Bimodal Distribution: Many new hires (replacing departures) and long-tenured employees (sticking it out)

GENDER DISTRIBUTION

| Category | Male | Female | Non-Binary/Undisclosed |
|----------|-------------|---------------|------------------------|
| Overall | 1,286 (55%) | 1,042 (44.5%) | 12 (0.5%) |

| Category | Male | Female | Non-Binary/Undisclosed |
|-----------------|-------------|---------------|-------------------------------|
| Claims | 437 (52%) | 398 (47%) | 7 (1%) |
| Underwriting | 209 (54%) | 175 (45%) | 3 (1%) |
| IT/Technology | 209 (85%) | 37 (15%) | 1 (<1%) |
| Executive Team | 9 (82%) | 2 (18%) | 0 |
| Board | 4 (67%) | 2 (33%) | 0 |

Gender Pay Gap: Women earn 89% of male counterparts in comparable roles (industry avg: 93%)

RACIAL/ETHNIC DIVERSITY

| Category | Count | % of Total | Industry Avg % |
|------------------------|--------------|-------------------|-----------------------|
| White/Caucasian | 1,755 | 75.0% | 68.4% |
| Hispanic/Latino | 281 | 12.0% | 14.2% |
| Black/African American | 164 | 7.0% | 11.8% |
| Asian | 94 | 4.0% | 4.1% |
| Two or More Races | 35 | 1.5% | 1.3% |
| Other/Undisclosed | 11 | 0.5% | 0.2% |

Management Diversity: 14% non-white (vs. 25% in workforce)

Executive Team Diversity: 9% non-white (1 of 11 executives)

Board Diversity: 0% non-white

EDUCATION LEVELS

| Education Level | Claims | Underwriting | IT | Finance/Actuarial | Overall % |
|------------------------|---------------|---------------------|-----------|--------------------------|------------------|
| High School/GED | 312 | 42 | 18 | 8 | 16.2% |

| Education Level | Claims | Underwriting | IT | Finance/Actuarial | Overall % |
|-----------------------------|--------|--------------|-----|-------------------|-----------|
| Some College | 387 | 89 | 54 | 21 | 23.5% |
| Associate Degree | 121 | 47 | 37 | 14 | 9.3% |
| Bachelor's Degree | 22 | 184 | 114 | 62 | 16.3% |
| Graduate Degree (MBA, MS) | 0 | 25 | 24 | 22 | 3.0% |
| Professional (JD, CPA, FSA) | 0 | 0 | 0 | 0 | 0.4% |

Credentialing:

- CPCU (Chartered Property Casualty Underwriter): 87 employees (should be 200+)
- FCAS/ASA (Actuarial credentials): 14 (adequate)
- Insurance licenses (state): 1,247 (claims, underwriting, sales)

TURNOVER ANALYSIS (2024)

Overall Turnover Rate: 26% (Industry: 18%)

| Function | Voluntary | Involuntary | Total Rate |
|-------------------|-----------|-------------|------------|
| Claims | 24% | 5% | 29% |
| Underwriting | 22% | 3% | 25% |
| IT/Technology | 31% | 4% | 35% |
| Customer Service | 28% | 6% | 34% |
| Sales Support | 19% | 4% | 23% |
| Finance/Actuarial | 18% | 2% | 20% |
| Management | 14% | 3% | 17% |

Turnover by Tenure:

- 0-1 year: 47% (new hire failure)
- 1-3 years: 32% (early-career flight)

- 3-10 years: 18% (mid-career exits)
- 10+ years: 9% (mostly retirement)

Exit Interview Top Reasons for Leaving (Voluntary):

1. Better compensation elsewhere (41%)
2. Lack of career advancement (24%)
3. Poor management/culture (19%)
4. Work technology frustrations (27%) - *overlapping responses*
5. Company financial instability concerns (16%)
6. Work-life balance (12%)

Critical Talent Departures (2024):

- Chief Underwriting Officer (to competitor)
- Chief Claims Officer (to competitor)
- 3 Regional VPs (various reasons)
- 14 senior underwriters (experience: 15+ years each)
- 8 actuaries (to consulting firms)
- Head of Cyber underwriting (to startup)

COMPENSATION ANALYSIS

Average Salaries by Role (2024):

| Role | Torvin Avg | Market Avg | Gap |
|--------------------------------|------------|------------|------|
| Claims Examiner | \$52,100 | \$58,400 | -11% |
| Claims Adjuster (Field) | \$61,200 | \$68,700 | -11% |
| Underwriter (Personal Lines) | \$64,800 | \$72,400 | -10% |
| Underwriter (Commercial Lines) | \$73,200 | \$82,100 | -11% |
| Actuary (Credentialed) | \$112,400 | \$127,800 | -12% |

| Role | Torvin Avg | Market Avg | Gap |
|----------------------|------------|------------|------|
| IT Developer | \$81,200 | \$94,300 | -14% |
| Customer Service Rep | \$38,700 | \$42,100 | -8% |
| Underwriting Manager | \$94,200 | \$108,400 | -13% |
| Claims Manager | \$89,400 | \$102,700 | -13% |

Benefits Package:

- Health insurance: 75% employer-paid (down from 85% in 2019)
- 401(k) match: 3% (down from 5% in 2020)
- Vacation: 12 days year 1 (industry avg: 15 days)
- No pension (eliminated for new hires 2018)
- Professional development: \$500/year (down from \$2,500 in 2019)
- Tuition reimbursement: \$2,000/year (down from \$5,000)

Total Compensation Gap: Torvin pays 10-14% below market across most roles

Bonus Structure:

- Executive bonuses: Tied to combined ratio targets (not paid 2020-2024)
- Manager bonuses: 10-15% target (paid 0-40% of target)
- Employee bonuses: None (eliminated 2021)

SKILLS GAP ANALYSIS

Critical Skill Shortages:

| Skill Area | Current Capability | Required Capability | Gap Severity |
|----------------------------|--------------------|---------------------|--------------|
| Data Science/Analytics | Very Low | High | Critical |
| Cybersecurity | Low | High | Severe |
| Digital Product Management | Very Low | High | Critical |

| Skill Area | Current Capability | Required Capability | Gap Severity |
|----------------------------------|---------------------------|----------------------------|---------------------|
| Cloud Architecture | Low | High | Severe |
| Telematics/Usage-Based Insurance | Very Low | High | Severe |

Cyber Risk

Retry

C

Continue

Orchestrated comprehensive case study continuation across multiple organizational domains.

The user wants me to continue the comprehensive case study for Torvin Insurance Group. I was in the middle of the "Skills Gap Analysis" section under "Workforce Demographics". I need to continue from there and complete all the remaining sections to match the comprehensive coverage I provided for Meridian Building Products (now Torvin Building Products).

I should continue with:

1. Complete Skills Gap Analysis
2. Recruitment challenges
3. Employee engagement
4. Safety & wellness (if applicable to insurance)
5. Workforce projections
6. Succession planning
7. Performance management
8. Compensation details
9. Employee relations issues
10. Union/organizing activity (if any)
11. Compliance & legal risk (HR-related)

12. DEI programs

13. HR technology

14. HR analytics

Then I need to move on to:

- Supply chain (not as relevant for insurance, but vendor/partner management is)
- Technology infrastructure (very critical for insurance)
- Organizational structure
- Sales & Marketing
- Legal function
- Value stream mapping
- Strategic analysis

This is a massive undertaking. Let me continue where I left off with the skills gap analysis.

| Skill Area | Current Capability | Required Capability | Gap Severity |
|----------------------------------|---------------------------|----------------------------|---------------------|
| Data Science/Analytics | Very Low | High | Critical |
| Cybersecurity | Low | High | Severe |
| Digital Product Management | Very Low | High | Critical |
| Cloud Architecture | Low | High | Severe |
| Telematics/Usage-Based Insurance | Very Low | High | Severe |
| Cyber Risk Underwriting | Very Low | High | Critical |
| AI/Machine Learning | Very Low | High | Critical |
| Predictive Modeling | Low | High | Severe |
| Mobile Development | Very Low | High | Severe |
| Regulatory Technology (RegTech) | Low | High | Moderate |

| Skill Area | Current Capability | Required Capability | Gap Severity |
|----------------------------|---------------------------|----------------------------|---------------------|
| Customer Experience Design | Very Low | High | Severe |
| Fraud Analytics | Medium | High | Moderate |

Training Investment:

- 2019: \$1,240 per employee annually
- 2024: \$287 per employee annually (77% decrease)
- Industry average: \$1,680 per employee

RECRUITMENT CHALLENGES

Recruiting Team:

- Recruiters: 4 FTEs (down from 9 in 2019)
- Recruiting capacity: Severely constrained
- Current need: ~600 hires needed annually (turnover + growth)
- **Gap:** Cannot keep pace with attrition

Time-to-Fill Positions (2024):

- Claims adjusters: 87 days (up from 42 days in 2019)
- Underwriters: 94 days (up from 51 days in 2019)
- IT developers: 127 days (up from 68 days in 2019)
- Actuaries: 142 days (up from 79 days in 2019)

Application Rates:

- 2019: 67 applications per opening
- 2024: 12 applications per opening

Offer Acceptance Rates:

- 2019: 78%
- 2024: 47%

Top Reasons Candidates Decline Offers:

1. Higher compensation elsewhere (58%)
2. Concerns about company stability (31%)
3. Better benefits packages (24%)
4. Technology/innovation concerns (18%)
5. Location (12%)
6. Company reputation (8%)

Employer Brand Crisis:

Glassdoor Profile:

- Overall Rating: 2.6 / 5.0
- CEO Approval: 28%
- Recommend to Friend: 31%
- Number of Reviews: 487
- Recent Trend: Declining sharply (was 3.9 in 2019)

Sample Recent Reviews (2024):

"Private equity destroyed this company. Used to be a great place—good people, reasonable workload, decent pay. Now it's skeleton crew trying to do twice the work with half the resources. Systems are from the stone age. Management has no clue. Get out while you can." - Claims Examiner, Iowa (1.0 stars)

"The good: Coworkers are mostly nice people trying their best in impossible circumstances. The bad: Everything else. Pay is below market. Technology is embarrassing. Leadership doesn't listen. PE firm is bleeding the company dry. I'm job hunting." - Underwriter, Illinois (2.0 stars)

"If you need any job and have no other options, it's a paycheck. If you have choices, choose elsewhere. Zero training. Zero development. Zero future. Company is circling the drain." - IT Developer, Iowa (2.0 stars)

Indeed Profile:

- Overall Rating: 2.8 / 5.0

- Reviews: 342
- Work-life Balance: 3.2/5
- Compensation: 2.4/5
- Management: 2.1/5
- Culture: 2.6/5

EMPLOYEE ENGAGEMENT & CULTURE

Employee Engagement Survey (2024):

Survey Administration:

- Vendor: Internal (SurveyMonkey)
- Frequency: Annual
- Participation rate: 58% (down from 87% in 2019)
- Follow-up: Results shared, no action plans

Engagement Results:

| Dimension | Score (out of 10) | 2022 | 2019 | Trend |
|-----------------------------|-------------------|------------|------------|-------|
| Overall Engagement | 5.2 | 6.8 | 8.1 | ↓↓ |
| Pride in Company | 4.8 | 7.2 | 8.4 | ↓↓ |
| Would Recommend as Employer | 4.1 | 6.4 | 7.9 | ↓↓ |
| Trust in Leadership | 3.9 | 5.8 | 7.6 | ↓↓ |
| Career Development | 3.7 | 5.2 | 7.1 | ↓↓ |
| Compensation Fairness | 3.4 | 4.9 | 6.8 | ↓↓ |
| Manager Effectiveness | 5.8 | 6.7 | 7.4 | ↓ |
| Work-Life Balance | 5.9 | 6.4 | 7.2 | ↓ |
| Recognition | 4.2 | 5.9 | 7.3 | ↓↓ |

| Dimension | Score (out of 10) | 2022 | 2019 | Trend |
|---------------------|-------------------|------|------|-------|
| Resources to Do Job | 4.1 | 5.7 | 7.8 | ↓↓ |
| Technology & Tools | 2.9 | 4.2 | 6.4 | ↓↓ |
| Job Security | 4.6 | 6.1 | 7.9 | ↓↓ |

Employee Net Promoter Score (eNPS): -31

- 2022: +8
- 2019: +42
- **Decline of 73 points in 5 years**

Open-Ended Comments (Themes from 2024 Survey):

Most Common Themes (Negative):

1. **"Company doesn't care about employees"** (mentioned 284 times)
 - "We're just numbers on a spreadsheet for the PE firm"
 - "They'll fire anyone to hit their expense targets"
 - "Zero loyalty to people who've given careers to this company"
2. **"Technology is embarrassing"** (mentioned 197 times)
 - "Our systems are so old they should be in a museum"
 - "I have to use 4 different systems to process one claim"
 - "Competitors laugh at us when they see our tech"
3. **"Pay is not competitive"** (mentioned 164 times)
 - "I'm 15% below market based on my research"
 - "No raises in 3 years but they expect more work"
 - "New hires make more than experienced staff"
4. **"Workload is unsustainable"** (mentioned 142 times)
 - "Doing the work of 3 people since layoffs"
 - "Claims backlog is a disaster, we can't keep up"

- "Burnout is real and nobody cares"
- 5. **"No training or development"** (mentioned 118 times)
 - "Thrown into the job with zero training"
 - "No path to advance, all promotions frozen"
 - "Professional development budget eliminated"
- 6. **"Company is failing"** (mentioned 97 times)
 - "I don't think we'll survive 2 more years"
 - "Looking for new job before ship sinks"
 - "Regulators circling, financial situation dire"

Fewer Positive Comments:

- "Some good coworkers" (mentioned 48 times)
- "Flexible remote work" (mentioned 34 times)
- "Close to home" (mentioned 12 times)

WORKFORCE PROJECTIONS (2025-2029)

Anticipated Retirements:

- 2025: 94 employees
- 2026: 102 employees
- 2027: 118 employees
- 2028: 87 employees
- 2029: 76 employees
- **Total 5-Year:** 477 employees (20% of current workforce)

Critical Positions at Risk:

- 18 of 28 claims managers eligible for retirement by 2027
- 12 of 19 senior actuaries eligible for retirement by 2026
- 6 of 11 regional underwriting managers eligible for retirement by 2027

- Head of regulatory compliance retires 2026
- No succession plans documented for 84% of critical roles

Projected Turnover (Voluntary):

- Baseline: 21% annually (current voluntary rate)
- If no improvements: Could reach 30%+ (exodus)
- Cumulative 5-year exits: ~2,450 employees (more than entire current workforce)

Recruiting Needs (Assuming No Growth):

- Annual hires needed: ~600 (to replace departures)
- Current recruiting capacity: ~300-350/year
- **Gap:** Cannot backfill at current rates

Workforce Crisis Scenario: If current trends continue unchecked:

- Talent exodus accelerates (best people leave first)
- Cannot recruit replacements at adequate quality/speed
- Operational capability degrades further
- Regulatory concerns trigger intervention
- Death spiral: Poor service → Customer losses → Financial pressure → More cuts → Worse service

SUCCESSION PLANNING

Succession Planning Status: Virtually non-existent

Succession Coverage:

| Critical Role | Successors Identified | Readiness | Risk |
|----------------------|-----------------------|-----------|---------|
| CEO | 0 | N/A | Extreme |
| CFO | 0 | N/A | High |
| Chief Claims Officer | 0 (just departed) | N/A | Extreme |

| Critical Role | Successors Identified | Readiness | Risk |
|----------------------------|-----------------------|---------------|---------|
| Chief Underwriting Officer | 0 (just departed) | N/A | Extreme |
| Chief Information Officer | 1 (not ready) | 3+ years | High |
| General Counsel | 1 (adequate) | 1 year | Medium |
| Chief Actuary | 2 (one ready) | Ready/2 years | Medium |
| Regional VPs (6) | 1 ready, 5 none | Mixed | High |

Succession Coverage: 11% of critical roles (Industry target: 75%+)

Leadership Pipeline:

- Next generation leaders: Severely depleted
- High-potential program: Eliminated 2022
- Leadership development: \$0 budget
- External hire dependency: Very high
- Retention of emerging leaders: Poor (32% turnover)

PERFORMANCE MANAGEMENT

Current Performance Management System:

Annual Performance Review Cycle:

| Phase | Timeline | Process | Issues |
|-------------------|-----------------|-------------------------------|---|
| Goal Setting | January | Cascaded from corporate goals | Goals disconnected from individual work |
| Mid-Year Check-in | July (optional) | 73% of managers skip | No course correction |
| Self-Assessment | November | Employee completes form | Time-consuming, low value |

| Phase | Timeline | Process | Issues |
|------------------|-----------------------|----------------------------------|---------------------------------|
| Manager Review | December | Manager rates 1-5 scale | Rushed, inconsistent |
| Calibration | Limited | Some departments, not systematic | No consistency |
| Review Meeting | December | 30-45 minute meeting | Uncomfortable, backward-looking |
| Development Plan | January (supposed to) | 14% actually created | No follow-through |

Performance Rating Distribution (2024):

- 5 (Exceptional): 2%
- 4 (Exceeds): 7%
- 3 (Meets): 83%
- 2 (Needs Improvement): 7%
- 1 (Unsatisfactory): 1%

Grade Inflation: 83% rated "meets" regardless of actual performance

Performance Management Problems:

1. **Annual Event, Not Continuous:** Once-a-year feedback is too infrequent
2. **Not Linked to Business Results:** Individual goals don't connect to strategic imperatives
3. **No Rewards for Performance:** Merit increases frozen, bonuses not paid
4. **Manager Capability Gap:** Managers untrained on giving effective feedback
5. **System Compliance, Not Development:** HR checkbox, not growth tool
6. **No Accountability:** Poor performers not addressed (6 PIPs in 2024 for 2,340 employees)

Employee Sentiment (2024 Survey):

- "Performance review process is fair": 3.6/10

- "I receive regular feedback": 4.2/10
- "My goals are clear": 5.8/10
- "My manager helps me develop": 3.4/10
- "High performers are recognized": 3.1/10
- "Poor performers are addressed": 2.7/10

EMPLOYEE RELATIONS

ER Team:

- VP HR: 1
- ER Manager: 1
- HR Generalists: 4 (covering all locations)
- Employment counsel: External (on retainer)

ER Caseload (2024):

| Case Type | Count | % of Cases | vs. 2019 |
|-------------------------------|-------|------------|----------|
| Performance Issues | 127 | 22% | +58% |
| Interpersonal Conflicts | 94 | 16% | +67% |
| Attendance Issues | 82 | 14% | +43% |
| Harassment/Discrimination | 34 | 6% | +142% |
| Policy Violations | 73 | 13% | +38% |
| Retaliation Claims | 18 | 3% | +200% |
| Whistleblower Concerns | 12 | 2% | +500% |
| Compensation Complaints | 89 | 15% | +178% |
| Workplace Safety (Ergonomics) | 24 | 4% | +71% |
| Miscellaneous | 29 | 5% | +26% |

| Case Type | Count | % of Cases | vs. 2019 |
|-------------|-------|------------|----------|
| Total Cases | 582 | 100% | +74% |

ER cases up 74% since 2019—cultural crisis indicator

Major ER Issues:

1. Harassment & Discrimination:

- 34 formal complaints (2024) vs. 14 (2019)
- Types: Age discrimination (14), Sex discrimination (8), Race discrimination (7), Disability (3), Retaliation (2)
- Investigations: All 34 investigated
- Substantiated: 11 (32%)
- Outcomes: 7 terminations, 4 written warnings
- EEOC charges filed: 6 (4 pending, 2 closed)
- Litigation: 2 lawsuits filed (both pending)

2. Whistleblower Concerns:

- 12 reports (2024) vs. 2 (2019)
- Topics: Reserve adequacy (4), Regulatory compliance (3), Data privacy (2), Financial reporting (2), Safety (1)
- Internal investigations: 8 completed
- Findings: 3 substantiated, 5 unsubstantiated
- Regulatory reports: 2 made to state insurance departments
- Retaliation claims: 3 (ongoing investigations)

Root Causes:

- High-stress environment (workload, instability)
- Poor management training
- Accountability vacuum (bad behavior tolerated)

- Desperation culture (cut corners, hit numbers)
- Loss of ethical foundation

3. Compensation Disputes:

- 89 complaints about pay equity, classification, overtime
 - Wage & hour issues:
 - Misclassified exempt employees: 23 identified in audit
 - Back wages owed: \$427K
 - DOL complaint filed (under investigation)
 - Gender pay gap complaints: 14 formal
 - Compression issues: New hires paid more than tenured staff
-

UNION ORGANIZING ACTIVITY

Historical Context:

- Insurance industry generally non-union (white collar)
- Torvin always union-free
- No prior organizing attempts

Current Situation:

Claims Department Organizing Campaign (Underway):

- Union: Office and Professional Employees International Union (OPEIU)
- Location: Iowa headquarters (claims center)
- Authorization cards: Approximately 45% of eligible claims staff signed
- Status: Pre-petition phase (union building support)
- Election: Not yet scheduled (union waiting for 50%+ cards)
- **Likelihood of election:** High (65% probability within 6 months)

Why Organizing Now:

1. **Workload Crisis:** Claims backlog at record levels, staff working excessive hours

2. **Pay Issues:** Claims adjusters 11% below market, no raises 3 years
3. **Technology Failures:** Staff forced to use ancient systems, creating frustration
4. **Job Security Fears:** Layoffs, PE ownership, company financial instability
5. **Voice & Respect:** Employees feel unheard, management dismissive
6. **Loss of Career Path:** Promotions frozen, development eliminated

Company Response:

- Hired labor consultant (Jackson Lewis): \$380K
- "Union awareness" training for managers
- Employee meetings emphasizing risks of unionization
- Improved some working conditions (reactive)
- **Approach:** Mostly fear-based, not addressing root causes

If Union Wins:

- Precedent for other locations
- Wage/benefit increases (4-7% estimated)
- Reduced management flexibility
- Collective bargaining overhead
- Cultural shift to adversarial
- Already-strained financials further stressed

Better Approach (Not Being Taken):

- Address compensation gaps
 - Fix workload/staffing issues
 - Upgrade technology (reduce frustration)
 - Restore career development
 - Rebuild trust through transparent communication
 - Treat root causes, not symptoms
-

COMPLIANCE & LEGAL RISK (HR-Related)

Employment Law Compliance:

Federal:

- FLSA (Wage & Hour): Non-compliant (23 misclassified exempt, DOL investigation)
- Title VII (Discrimination): 6 EEOC charges pending
- ADA (Disability): Reasonable accommodations inconsistent
- FMLA: Administration adequate
- COBRA: Compliant
- ERISA: Compliant
- OSHA (office ergonomics): Adequate
- WARN Act: Not yet triggered but potential risk

State:

- Varies by state (operate in 42)
- Generally compliant but gaps exist
- State wage/hour laws: Some violations (CA, NY)

HR Audit Findings (2023 External Audit):

| Area | Finding | Risk Level | Status |
|------------------------|-------------------------------|-------------------|------------------------|
| Wage & Hour Compliance | 23 exempt misclassifications | High | Remediation started |
| Pay Equity | Gender pay gaps not analyzed | High | Analysis ordered |
| I-9 Compliance | 18% error rate | Medium | Remediation ongoing |
| FMLA Administration | Inconsistent across locations | Medium | Training conducted |
| Job Descriptions | 67% outdated or missing | Medium | Update project stalled |

| Area | Finding | Risk Level | Status |
|---------------------------|-----------------------------|------------|-------------------------|
| Performance Documentation | Inadequate for terminations | High | Manager training needed |
| Harassment Prevention | Not all employees trained | Medium | Catch-up training done |

Estimated Cost to Remediate: \$1.2M (back wages, penalties, system fixes)

Employment Litigation:

Active Cases (2024):

1. Age Discrimination Class Action (Pending Certification):

- Plaintiffs: 34 former employees (age 52-67) terminated 2022-2023
- Claim: Pattern and practice of age discrimination in RIF
- Status: Class certification hearing scheduled Q1 2025
- Company defense: Business necessity, performance-based
- Risk assessment: High (concerning pattern of older worker terminations)
- Potential exposure: \$4.2M-\$8.7M if certified and lost

2. Gender Discrimination & Retaliation (Iowa):

- Plaintiff: Former female underwriting manager
- Claim: Paid less than male peers, retaliated against after complaint
- Status: Discovery phase
- Company defense: Pay based on experience and performance
- Risk assessment: Medium-High (documentation weak)
- Potential exposure: \$480K-\$890K

3. Disability Discrimination (Illinois):

- Plaintiff: Claims adjuster, anxiety disorder

- Claim: Denied reasonable accommodation, constructively discharged
- Status: Mediation scheduled
- Company defense: Undue hardship, attendance essential
- Risk assessment: Medium (accommodation analysis questionable)
- Potential exposure: \$240K-\$420K

4. Wage & Hour Collective Action (Pending):

- Plaintiffs: Claims examiners alleging misclassification
- Claim: Improperly classified as exempt, owed overtime
- Status: DOL investigating, private action may follow
- Company defense: Duties meet exemption tests
- Risk assessment: High (DOL preliminary findings against company)
- Potential exposure: \$2.1M-\$3.8M (back wages, penalties, attorneys' fees)

5. Whistleblower Retaliation (Iowa):

- Plaintiff: Former senior actuary
- Claim: Terminated for raising reserve adequacy concerns
- Status: Pre-trial motions
- Company defense: Performance-based termination
- Risk assessment: Very High (damaging emails discovered)
- Potential exposure: \$680K-\$1.4M + regulatory implications

Past Litigation (2019-2023):

- Cases filed: 14
- Settled: 11 (average settlement: \$178K)
- Won at trial: 2
- Lost at trial: 1 (verdict: \$620K)
- **Total litigation costs (5 years): \$3.2M**

Trend: Increasing litigation frequency and severity—symptom of cultural breakdown

DIVERSITY, EQUITY & INCLUSION (DEI)

DEI Program Status: Minimal, no strategy

DEI Efforts:

- Chief Diversity Officer: No
- DEI budget: \$47K (down from \$340K in 2020)
- Employee Resource Groups: 2 (Women in Insurance, Veterans—both struggling)
- Diversity training: Annual compliance module only
- Diverse slate hiring: Not required
- Supplier diversity: Not tracked
- DEI metrics: Not systematically measured or reported

Diversity Issues:

1. Homogeneous Leadership:

- Executive team: 82% white male
- Board: 67% white male
- No racial/ethnic diversity in C-suite
- Signals lack of opportunity for diverse talent

2. Pay Equity Concerns:

- No formal pay equity analysis conducted since 2019
- Gender pay gap: 11% (above industry average)
- Race-based pay analysis: Never conducted
- Risk of disparate impact claims

3. Inclusive Culture Gaps:

- 42% of diverse employees report feeling excluded (survey)
- 34% witnessed bias or microaggressions
- 51% don't believe equal opportunity to advance

- 18% considering leaving due to culture

4. Recruiting Diversity Deficit:

- No diverse recruiting strategy
- Passive job postings approach
- Interview panels not diverse
- Result: Homogeneity perpetuates

5. Retention of Diverse Talent:

- Turnover rate for women: 29% (vs. 24% for men)
- Turnover rate for people of color: 34% (vs. 24% for white employees)
- Exit interviews cite: Limited advancement, cultural fit issues, bias

Regulatory & Market Pressure:

- State insurance departments requesting workforce diversity data
- Rating agencies asking about ESG/DEI
- Major commercial clients requiring diversity metrics
- Torvin has little to show

HR TECHNOLOGY & SYSTEMS

HRIS: Workday

- Implementation: 2017
- Modules: Core HR, payroll, benefits admin, time tracking
- Users: All employees (self-service)
- Adoption: Moderate (employees complain about complexity)
- Integration: Reasonable (connected to payroll, benefits)

Functionality:

| Function | Capability | Usage | Issues |
|-----------------------|------------|----------|----------------------------------|
| Employee Records | Good | High | Data quality issues |
| Org Chart | Good | Medium | Not always current |
| Payroll | Good | High | Works well |
| Benefits Admin | Good | High | Open enrollment mostly smooth |
| Time & Attendance | Good | High | Some integration issues |
| Performance Mgmt | Minimal | Low | Not user-friendly, poor adoption |
| Recruiting/ATS | Basic | Medium | Clunky, limited sourcing tools |
| Learning Management | None | N/A | No LMS |
| Succession Planning | Minimal | Very Low | Not functional |
| Reporting & Analytics | Limited | Medium | Can't get insights needed |

Other HR Systems:

Applicant Tracking: Workday Recruiting (basic)

- Status: Functional but limited
- Issues: Poor candidate experience, limited sourcing, no AI/automation

Benefits Administration: Integrated with Workday + carrier sites

- Status: Adequate
- Issues: Complex for employees, limited decision support

Learning Management System: None

- Status: Eliminated 2022
- Impact: Cannot track training compliance, no e-learning platform

Background Screening: HireRight

- Status: Works well
- Integration: API to Workday

HR Analytics Capability:

Current State: Basic reporting only

Available Metrics:

- Headcount, turnover, time-to-fill (basic)
- Payroll and benefits costs
- Training completion (limited)
- EEO/AAP reporting (compliance)

Not Available:

- Predictive attrition modeling
- Quality of hire analytics
- Diversity/inclusion dashboards (beyond compliance)
- Compensation analytics and equity analysis
- Workforce planning scenario models
- Skills inventory and gap analysis
- Engagement driver analysis
- Performance correlation to business outcomes
- Recruiting source effectiveness
- Total rewards competitiveness analysis

HR Reporting:

- Frequency: Monthly dashboard to CEO/CFO
- Format: PowerPoint (static)
- Insights: Descriptive only (what happened)
- Action: Rarely drives strategic decisions

Data Quality Issues:

- Incomplete records (manager/peer feedback never entered)

- Historical data limited (can't analyze trends)
 - No single source of truth (some data still in spreadsheets)
-

TECHNOLOGY INFRASTRUCTURE ASSESSMENT

Current Technology Landscape

IT Budget (2024):

- Total IT spend: \$94.2M (5.0% of premium)
- Industry benchmark: 4.2-4.8% of premium
- Appears adequate by percentage, but...
- ...mostly maintaining legacy systems, not innovating
- Actual strategic technology investment: <1% of premium

IT Organization:

- CIO: 1 (tenure: 2 years, 3rd CIO since 2020)
- IT Directors: 4 (Infrastructure, Applications, Security, PMO)
- Managers: 12
- Developers: 47
- Infrastructure/Operations: 84
- Help Desk: 38
- Cybersecurity: 18
- Project Managers: 12
- Business Analysts: 31
- **Total:** 247 FTEs

Employee-to-IT Ratio: 9.5:1 (Industry benchmark: 12:1—overstaffed but ineffective)

POLICY ADMINISTRATION SYSTEMS (Core Systems)

Current Systems: Multiple Legacy Platforms

| Line of Business | System | Vendor | Implemented Status | |
|-------------------------|--------------------|---------------------|---------------------------|----------------|
| Personal Auto | InsurancePlus v4.2 | Duck Creek (legacy) | 2002 | End of life |
| Homeowners | PolicyCenter v3.1 | Guidewire (old) | 2005 | Unsupported |
| Commercial Lines | Custom-built | Internal | 1998-2006 | Unmaintainable |
| Workers' Comp | RiskMaster | CSC (now DXC) | 2008 | Outdated |
| Professional Liability | PolicyExpress | Applied (legacy) | 2011 | Limited |
| Cyber | Excel + Email | N/A | 2019 | Not a system |

Critical Technology Debt:

Personal Auto System (InsurancePlus v4.2):

- 22 years old
- Vendor no longer supports this version
- Cannot support usage-based insurance (telematics)
- Cannot support digital self-service
- Batch processing only (no real-time)
- Quote generation: 8-12 minutes (competitors: 90 seconds)
- Integration: Minimal (lots of manual data entry)
- Customizations: 1,847 (makes upgrades impossible)

Homeowners System (PolicyCenter v3.1):

- 19 years old
- Guidewire no longer supports v3.x (current version is v11)
- Cannot support modern rating algorithms
- No catastrophe modeling integration
- No geo-coding for wildfire/flood risk
- State filing updates: Manual (regulatory risk)

- Performance: Slow (system crashes weekly)

Commercial Lines (Custom-built):

- Built 1998-2006 by developers who have since retired
- Written in PowerBuilder (dead technology)
- Runs on Windows Server 2008 (end of life)
- No documentation
- Only 2 developers can work on it (both retirement-eligible)
- Any change takes months
- **If these 2 developers leave, system is effectively unmaintainable**

The Cyber Insurance Problem:

- Growing line, high risk
- Literally managed in Excel spreadsheets
- No underwriting system
- No claims system
- No data analytics
- Actuarial reserving: Guesswork
- **This is regulatory malpractice**

CLAIMS SYSTEMS

Current System: ClaimCenter v6.0 (Guidewire)

| Attribute | Details |
|---------------------|-------------------------------|
| Implementation Year | 2009 |
| Version | 6.0 (current version is 11.x) |
| Vendor Support | Expired 2019 |
| Customizations | 2,341 (extreme) |

| Attribute | Details |
|------------------|------------------------|
| Integration | Limited |
| Users | 842 claims staff |
| Uptime | 91% (frequent outages) |

Critical Failures:

Functional Gaps:

- No mobile app for adjusters (field staff using paper, then entering later)
- No photo estimation tools (competitors use AI for auto damage)
- No fraud detection (missing \$millions in fraudulent claims)
- No predictive analytics (which claims will be costly?)
- Limited workflow automation (manual routing)
- No customer self-service (policyholders can't check claim status)
- Vendor management system disconnected (body shops, contractors)

Performance Issues:

- System crashes 3-4 times per week
- Claims processing time 40% longer than industry average
- Data entry errors common (GUI from 2009)
- Adjusters spend 60% of time on admin vs. 40% on claims handling

Integration Failures:

- Not integrated with policy systems (manual lookups)
- Not integrated with vendor networks (phone calls, faxes)
- Not integrated with payment systems (separate process)
- Not integrated with customer communication (email external to system)

Cost of Claims Technology Failure:

- Inefficiency cost: \$18M annually (excess labor)

- Fraud leakage: Estimated \$12M annually
 - Customer dissatisfaction: Immeasurable but significant
 - Regulatory risk: Growing (claims handling complaints up 67%)
-

BILLING & PAYMENT SYSTEMS

Current System: Proprietary (Built 2004)

- Platform: Oracle-based custom build
- Status: Functional but antiquated
- Payment options: Check, ACH, credit card (high fees)
- Self-service: Limited web portal
- Mobile: No app
- Installment plans: Rigid, cannot modify easily
- Late payment processing: Manual (causing errors)

Issues:

- Cannot support pay-as-you-go models (telematics)
 - Cannot handle dynamic pricing adjustments
 - Payment processing costs high (old contracts)
 - Customer complaints about billing experience
 - Agent portals disconnected
-

UNDERWRITING & RATING SYSTEMS

Rating Engines:

- Built into policy admin systems (see above problems)
- Cannot update rates quickly (regulatory filings delayed)
- Cannot support sophisticated segmentation
- No predictive modeling integration

- No third-party data integration (credit scores, telematics, IoT)

Underwriting Workstations:

- Mostly manual processes
- Limited decision support
- No AI/ML for risk assessment
- External data sources: Manual lookups
- Underwriting guidelines: PDF documents (not embedded in system)

Competitive Disadvantage:

- Progressive, Geico, Lemonade using AI for instant quotes
- Torvin takes 12-15 minutes, often with errors
- Cannot compete on customer experience
- Cannot optimize pricing (adverse selection result)

DATA & ANALYTICS INFRASTRUCTURE

Data Warehouse:

- Platform: Oracle 11g (outdated)
- Implementation: 2011
- ETL processes: Batch (nightly, fail frequently)
- Data quality: Poor (50-60% estimated accuracy)
- Historical data: Limited (7 years)
- Real-time data: None

Analytics Capability:

| Capability | Current State | Industry Standard |
|-----------------------|----------------------|--------------------------|
| Descriptive Analytics | Basic reports | Automated dashboards |
| Diagnostic Analytics | Manual analysis | Root cause tools |

| Capability | Current State | Industry Standard |
|------------------------|---------------|----------------------|
| Predictive Analytics | None | ML-powered models |
| Prescriptive Analytics | None | Optimization engines |
| Real-time Analytics | None | Standard |

Business Intelligence Tools:

- BI Platform: Tableau (licenses underutilized)
- Usage: Limited to finance/actuarial
- Self-service: Not available
- Report library: Static, outdated
- Executive dashboards: PowerPoint (manual)

Data Science Capability:

- Data scientists: 3 (understaffed)
- Predictive models in production: 2 (basic)
- AI/ML projects: 1 failed pilot (fraud detection)
- Advanced analytics: Nascent

Lost Opportunities:

- Predictive underwriting: Competitors using AI, Torvin using rules from 2005
- Claims triage: No ML to identify high-cost claims early
- Customer lifetime value modeling: Cannot identify best customers
- Churn prediction: Cannot predict who will leave (so can't prevent)
- Fraud detection: Paying fraudulent claims (estimated \$12M annually)
- Pricing optimization: Leaving money on table (or overpricing good risks)

DIGITAL CHANNELS

Website (Torvininsurance.com):

| Metric | Current Industry Avg | | Status |
|----------------------------|-----------------------------|-----------------|---------------|
| Monthly visitors | 247,000 | 890,000 (peers) | Low |
| Mobile traffic | 71% | 78% | Below avg |
| Mobile experience | Poor | Good | Critical gap |
| Page load speed | 6.8 sec | 2.1 sec | Terrible |
| Bounce rate | 74% | 42% | Terrible |
| Quote start rate | 3.2% | 12.4% | Poor |
| Quote completion rate | 11% | 48% | Terrible |
| Quote-to-bind rate | 8% | 24% | Terrible |
| Customer portal login rate | 14% | 58% | Very low |

Website Problems:

- Design: Outdated (last refresh 2017)
- Mobile: Not responsive, almost unusable
- Quote engine: Slow, crashes, asks repetitive questions
- No chatbot or live chat
- Content: Stale, generic
- SEO: Poor (page 4-7 for key terms)
- Agent locator: Broken links

Mobile App:

- iOS App Store rating: 2.1 / 5.0 (1,847 reviews)
- Android Play Store rating: 2.3 / 5.0 (1,124 reviews)
- Functionality: View ID card, make payment (that's it)
- Crashes: Frequent (reviews full of complaints)
- Features missing: File claim, chat, view policy details, get roadside assistance
- Last update: 18 months ago

- **Essentially abandoned**

Customer Self-Service:

- Policy changes: Must call or email agent (cannot do online)
 - Claims filing: Phone only (no digital option)
 - Billing changes: Must call
 - Document access: Must request via email
 - Certificate requests: 3-5 day turnaround
 - **Competitors offer all of these digitally, instantly**
-

AGENT PORTALS & TOOLS

Agent Portal:

- Platform: Custom-built 2008
- Functionality: Quote, bind, endorse, view policies
- User experience: Terrible (agents complain constantly)
- Speed: Slow (8-12 minutes to generate quote)
- Mobile: Not optimized
- Training required: 2 days (should be intuitive)
- Uptime: 94% (frequent crashes during peak times)

Agent Tools Gap:

- No CRM integration (Salesforce, Applied Epic)
- No real-time quoting
- No comparative raters integration
- No electronic signature
- No document management
- No commission reporting (separate system)
- No marketing materials portal

Impact on Agent Relationships:

- Agents avoid quoting Torvin (too painful)
 - Quote-to-bind conversion: 32% (should be 55%+)
 - Agents steering business to competitors with better tech
 - Top agents reducing Torvin appointments
-

CYBERSECURITY POSTURE

Security Organization:

- CISO: 1 (tenure: 8 months, filling vacancy)
- Security team: 18 (understaffed)
- SOC: 24/7 outsourced (limited effectiveness)

Security Assessment (Third-party audit, June 2024):

| Domain | Score | Risk Level |
|------------------------------|--------|------------|
| Overall Security Posture | 48/100 | High |
| Identity & Access Management | 52/100 | High |
| Network Security | 54/100 | High |
| Endpoint Security | 49/100 | High |
| Data Protection | 41/100 | Critical |
| Cloud Security | 38/100 | Critical |
| Incident Response | 44/100 | High |
| Security Awareness | 47/100 | High |
| Vendor Risk Management | 32/100 | Critical |
| Regulatory Compliance | 58/100 | High |

Critical Vulnerabilities:

1. No Multi-Factor Authentication (MFA) Everywhere:

- MFA on email: Yes (finally, 2023)
- MFA on VPN: No
- MFA on policy admin systems: No
- MFA on claims system: No
- Result: Vulnerable to credential compromise

2. Legacy Systems Unpatched:

- Windows Server 2008: Still in production (4 servers)
- Oracle 11g: 47 unpatched CVEs
- Policy admin systems: Cannot patch (breaks customizations)
- Network equipment: 40% past vendor support lifecycle

3. Data Protection Inadequate:

- Encryption at rest: Only 60% of databases
- Encryption in transit: Not enforced everywhere
- PII/PHI: Not properly classified or protected
- Data loss prevention: Not implemented
- Backup encryption: Partial

4. Insider Threat:

- Access controls: Too permissive (many people have admin rights)
- Privileged access management: Not implemented
- User activity monitoring: Limited
- Data exfiltration prevention: Minimal

5. Third-Party Risk:

- Vendor security assessments: Rarely conducted
- Vendor access: Not properly monitored
- Cloud services: Shadow IT problem (47 discovered SaaS apps)

- API security: Weak

Incident History:

- 2021: Phishing attack compromised 34 accounts (minor data breach)
- 2022: Ransomware attempt (stopped by luck + backup)
- 2023: Customer data exposed (S3 bucket misconfigured—2,400 records)
- 2024: Suspicious activity detected (investigation ongoing)

Regulatory Concerns:

- State insurance departments requiring cybersecurity attestations
- NYDFS Cybersecurity Regulation: Non-compliant (don't operate in NY currently)
- Gramm-Leach-Bliley Act: Partial compliance
- State data breach notification laws: Process exists but clunky

Cyber Insurance:

- Coverage: \$25M (adequate limit)
- Deductible: \$1M
- Premium: \$840K annually (up 180% since 2020)
- Exclusions: Many (due to poor controls)
- Next renewal: Insurer may non-renew or drastically increase premium

Estimated Cost of Major Breach:

- Direct costs: \$8M - \$18M
- Regulatory fines: \$2M - \$7M
- Lawsuits: \$5M - \$15M
- Reputation damage: Severe
- Customer loss: 15-30% likely
- **Total potential impact: \$15M - \$40M + reputation**

IT INFRASTRUCTURE & OPERATIONS

Data Centers:

| Location | Type | Status |
|----------------|----------------------|---------------------------------|
| Des Moines, IA | Primary (owned) | Aging, single points of failure |
| Chicago, IL | Co-location (leased) | DR site, undersized |
| Cloud (AWS) | Partial migration | Stalled at 20% workloads |

Primary Data Center (Des Moines):

- Facility age: 28 years
- Last major upgrade: 2012
- Redundancy: Limited (N+1 power, single internet feed)
- Cooling: Aging HVAC (failures common)
- Fire suppression: Adequate
- Physical security: Adequate
- Disaster scenarios: Tornado, flood risk

Server Infrastructure:

| Type | Count | Avg Age | Status |
|------------------|--------------------|----------|-------------------------|
| Physical Servers | 147 | 11 years | Mostly out of support |
| Virtual Servers | 418 | N/A | Running on aging hosts |
| Hypervisor | VMware vSphere 6.5 | 8 years | Out of support |
| SAN Storage | Dell EMC Unity | 9 years | Approaching end of life |
| Backup System | Veritas NetBackup | 12 years | Reliable but old |

Cloud Adoption:

- Cloud usage: 20% of workloads (mostly non-critical)
- Cloud strategy: Exists on paper, execution stalled
- Resistance: Cost concerns, skills gap, change aversion
- Shadow IT: 47 SaaS apps discovered (unmanaged)

Network Infrastructure:

| Component | Details | Status |
|------------------|--------------------------|---------------------------|
| Core switches | Cisco Catalyst 6500 | 14 years old, end of life |
| Edge switches | Mix of vendors | 9-16 years old |
| Firewalls | Palo Alto (older models) | 8 years old |
| WAN | MPLS + Internet | Expensive, aging |
| SD-WAN | Pilot stalled | Missing cost savings |
| WiFi | 802.11ac | Adequate |

Endpoint Management:

| Metric | Current State | Industry Standard |
|--------------------------|--------------------------------|--------------------------|
| Desktop OS | 71% Windows 10, 29% Windows 11 | 100% current OS |
| Patch compliance | 68% | >95% |
| Antivirus coverage | 94% | 100% |
| Mobile device management | Basic | Full MDM |
| Device refresh cycle | 6 years | 3-4 years |

IT SERVICE DELIVERY

Help Desk Performance:

| Metric | Current | Target |
|--------------------------|----------------|---------------|
| Tickets per month | 2,847 | N/A |
| First contact resolution | 41% | 70% |
| Average resolution time | 3.2 days | <1 day |
| User satisfaction | 5.7/10 | 8.5/10 |

IT Service Availability (2024):

- Email uptime: 97.8% (target: 99.9%)
- Policy admin systems uptime: 91.4% (target: 99.5%)
- Claims system uptime: 91.1% (target: 99.5%)
- Network uptime: 96.7% (target: 99.9%)
- Average unplanned downtime: 18 hours/month

Cost of IT Failures (2024):

- Lost productivity: \$4.8M
 - Reprocessing work: \$2.1M
 - Data recovery: \$420K
 - Emergency support: \$380K
 - Opportunity cost (can't sell when systems down): \$6.2M
 - **Total:** \$13.9M (0.74% of premium)
-

FAILED DIGITAL TRANSFORMATION

"Project Phoenix" (2020-2023) - \$180M Spent, Minimal Results

Objectives:

- Replace all legacy policy admin systems
- Implement modern claims system
- Launch digital-first customer experience
- Enable data-driven underwriting
- Transform agent experience

What Happened:

Phase 1: Platform Selection (2020)

- Hired Big 4 consulting firm: \$8.4M
- Evaluated vendors (Guidewire, Duck Creek, Majesco, Bolt)
- Selected Guidewire Cloud

- Business case: \$180M investment, \$420M in benefits over 10 years
- Board approved

Phase 2: Implementation (2021-2023)

- Guidewire services + SI partner: \$127M
- Converted zero policy systems (all delayed)
- Pilot programs repeatedly failed
- Scope reduced 4 times
- Timeline extended 3 times
- Leadership changes: 2 CIOs left, Project executive fired

Why It Failed:

1. Underestimated Complexity:

- 247 product variations across 42 states
- Business processes undocumented
- Data quality terrible (can't migrate bad data)
- Integrations to 40+ systems

2. Change Management Failure:

- Business not engaged
- Users resisted (saw it as threat)
- Training inadequate
- Communication poor

3. Vendor Relationship Issues:

- Finger-pointing (Torvin vs. Guidewire vs. SI partner)
- Scope disagreements
- Implementation approach conflicts

4. Financial Pressure:

- PE firm demanded ROI show faster

- Budget cuts mid-project
- Resources pulled for "higher priorities"

5. Technical Challenges:

- Cloud skills gap
- Legacy system dependencies
- Data migration complexity
- Performance issues in pilots

Current Status (2024):

- Project officially "paused" (really: abandoned)
- Guidewire licenses: Paying \$4.2M/year, unused
- SI partner relationship: Ended (litigation threatened)
- Sunk cost: \$180M
- Recovered value: Near zero
- Morale: Destroyed
- Legacy systems: Still running, worse condition than before

Lessons Ignored:

- Can't transform technology without transforming organization
- Big bang doesn't work; incremental is better
- Need executive commitment beyond lip service
- Need change management, not just technical implementation
- Need financial patience (PE firm didn't have it)

TECHNOLOGY TRANSFORMATION REQUIREMENTS

To Achieve Competitive Parity:

Phase 1: Stabilization & Quick Wins (0-18 months) - \$28M

1. Stabilize Legacy Systems:

- Emergency patching and hardening: \$2.4M
- Data backup and recovery improvements: \$1.8M
- Infrastructure refresh (critical components): \$6.2M
- Cybersecurity immediate fixes: \$3.1M

2. Digital Experience Quick Wins:

- Website refresh (mobile-responsive): \$1.2M
- Mobile app overhaul: \$1.8M
- Customer self-service portal: \$2.4M
- Agent portal improvements: \$1.6M

3. Foundational Data:

- Data quality initiative: \$2.2M
- Master data management: \$1.4M
- Data warehouse refresh: \$3.1M

Phase 1 Total: \$27.2M

Phase 2: Modern Core (18-36 months) - \$87M

1. Policy Admin Replacement (Phased):

- Start with personal auto (largest, highest ROI): \$34M
- Modern cloud platform (Guidewire, Duck Creek, or similar)
- Phased rollout by state
- 18-month timeline for first state

2. Claims System Upgrade:

- Guidewire ClaimCenter modern version: \$18M
- Mobile claims, photo estimation, workflow automation
- 12-month implementation

3. Data & Analytics Platform:

- Cloud data warehouse (Snowflake): \$4.2M
- Analytics tools (Tableau, Power BI): \$1.8M
- Predictive modeling platform: \$3.4M
- Data science team expansion: \$2.1M/year

4. Integration Architecture:

- API gateway: \$1.8M
- Integration platform (MuleSoft, Boomi): \$2.4M
- Legacy system adapters: \$3.6M

Phase 2 Total: \$71.3M (first year); ongoing license costs \$8.4M/year

Phase 3: Differentiation (36-60 months) - \$42M

1. Advanced Capabilities:

- Telematics platform (usage-based insurance): \$8.4M
- AI-powered underwriting: \$6.2M
- Fraud detection ML models: \$4.1M
- Customer engagement platform: \$5.8M

2. Ecosystem Connectivity:

- Third-party data partnerships: \$2.4M
- IoT integrations (home, auto): \$3.7M
- Agent ecosystem tools: \$4.2M

3. Innovation Labs:

- Insurtech partnerships: \$2.8M
- Innovation center: \$1.4M
- Pilot programs: \$3.0M

Phase 3 Total: \$42M

Total Technology Transformation Investment (5 years): \$140.5M

Expected Returns:

- Operational cost reduction: \$24M annually (by year 5)
- Combined ratio improvement: 3-5 points (from efficiency + better underwriting)
- Premium growth enablement: \$180M+ (competitive products, better experience)
- Agent satisfaction improvement: Reduced attrition, increased submissions
- Customer satisfaction: NPS from -18 to +20 range
- Regulatory risk reduction: Significant

ROI: Positive by year 3, strong by year 5

Payback Period: 36 months

ORGANIZATIONAL STRUCTURE ANALYSIS

CURRENT ORGANIZATIONAL DESIGN

Legal Structure:

- Torvin Insurance Group, Inc. (Parent holding company)
 - 65% owned by Silvercrest Partners (PE firm)
 - 35% owned by Harrington family and management

Operating Entities:

- Torvin Property & Casualty Insurance Company (licensed carrier)
 - Torvin General Agency, Inc. (managing general agency subsidiary)
-

Corporate Hierarchy:

Board of Directors (6 members: 4 PE appointees, 2 family)

|

CEO - David Harrington

|

└─ CFO - Thomas Chen (PE-installed)

| └─ Controller

| └─ Treasury

| └─ Financial Planning & Analysis (3)

| └─ Actuarial (Chief Actuary + 18)

| └─ IT Department (247) [Reports to CFO - PROBLEM]

|

└─ Chief Claims Officer - VACANT (departed July 2024)

| └─ Regional Claims Directors (6)

| └─ Claims Operations (842 total)

| └─ Special Investigations Unit (SIU) (12)

| └─ Claims Strategy & Analytics (8)

|

└─ Chief Underwriting Officer - VACANT (departed Sept 2024)

| └─ Personal Lines Underwriting (187)

| └─ Commercial Lines Underwriting (147)

| └─ Specialty Lines Underwriting (41)

| └─ Underwriting Operations (12)

|

└─ Chief Distribution Officer - Karen Williams

| └─ Agent Relations (47)

| └─ Agent Recruiting & Contracting (18)

| └─ Direct Channel (32)

| └─ Sales Operations (24)

|

|— Chief Marketing Officer - ELIMINATED 2022 (function scattered)

| └─ Marketing Manager (reports to CDO) + 3 staff

|

|— Chief Information Officer - Michael Foster

| |— [See IT section above - 247 people]

| └─ [Reports to CFO, not CEO - MISALIGNED]

|

|— General Counsel - Patricia Rodriguez

| |— Corporate Legal (4 attorneys)

| |— Regulatory Compliance (Chief Compliance Officer + 8)

| └─ Litigation Management (3 attorneys)

|

└─ Chief Human Resources Officer - Linda Morrison

|— HR Business Partners (4)

|— Talent Acquisition (4)

|— Compensation & Benefits (7)

|— Employee Relations (3)

└─ HR Operations (4)

Missing C-Suite Roles:

- Chief Operating Officer (functions fragmented)
 - Chief Data Officer (data strategy is ad hoc)
 - Chief Customer Officer (no one owns customer experience)
 - Chief Risk Officer (risk is scattered: credit, underwriting, operational)
 - Chief Strategy Officer (no strategic planning function)
-

GOVERNANCE STRUCTURE

Board Composition:

| Member | Role | Background | Tenure | Agenda |
|------------------------|----------|-----------------------------|--------------|------------------------------------|
| Richard Hartman | Chairman | PE Partner (Silvercrest) | 4.5 years | Financial returns, exit |
| Jennifer Ko | Director | PE Operating Partner | 3 years | Operational "efficiency" |
| Thomas Bradley | Director | PE Portfolio Manager | 2.5 years | Cost reduction |
| Marcus Flynn | Director | PE VP | 1 year | Transaction preparation |
| David Harrington | Director | CEO | Lifetime | Preserve company, family legacy |
| Margaret Harrington | Director | Co-Founder (retired) | 35 years | Protect values, employees |

Board Dynamics:

- PE controls 4 of 6 votes (supermajority)
- Harrington family essentially powerless
- Board meetings contentious (3-5 hour debates)
- Strategy misalignment: PE wants exit, family wants survival
- Insurance expertise: Limited (only Harringtons have insurance background)

Board Effectiveness Issues:

- No independent directors
- Limited industry expertise (PE investors, not insurance operators)
- PE directors stretched thin (multiple portfolio companies)
- Micromanagement of operational decisions
- Quarterly focus vs. long-term value creation
- Exit timeline drives all decisions (18-24 months)

- Risk oversight inadequate (relying on management)

Key Committees:

- Audit Committee: Exists, functional, PE-dominated
- Compensation Committee: Exists, PE-controlled, minimizing comp
- Investment Committee: Exists, manages investment portfolio
- **Missing Committees:**
 - Risk Committee (should exist for insurer)
 - Technology Committee
 - Regulatory Affairs Committee

EXECUTIVE TEAM DYNAMICS

Leadership Tenure:

| Executive | Age | Role Tenure | Company Tenure | Background |
|--------------------------------------|------------|--------------------|-----------------------|-------------------------|
| David Harrington (CEO) | 51 | 18 years | Lifetime | Family, internal |
| Thomas Chen (CFO) | 44 | 3 years | 3 years | PE firm (Silvercrest) |
| VACANT (Chief Claims Officer) | N/A | N/A | N/A | Departed to competitor |
| VACANT (Chief Underwriting Officer) | N/A | N/A | N/A | Departed to competitor |
| Karen Williams (CDO) | 53 | 6 years | 11 years | Insurance distribution |
| Michael Foster (CIO) | 47 | 2 years | 2 years | Technology consulting |
| Patricia Rodriguez (General Counsel) | 49 | 9 years | 9 years | Law firm, then internal |

| Executive | Age | Role Tenure | Company Tenure | Background |
|----------------------------------|------------|--------------------|-----------------------|--------------------|
| Linda Morrison (CHRO) | 52 | 14 years | 14 years | Internal promotion |
| Dr. Robert Cheng (Chief Actuary) | 58 | 22 years | 22 years | Internal, FSA |

Alignment Assessment:

David (CEO):

- **Motivation:** Preserve father's legacy, protect employees, save company
- **Pressure:** PE demanding impossible results, considering forced exit
- **Conflict:** Torn between survival tactics and values
- **Performance:** Paralyzed, losing credibility

Thomas (CFO):

- **Motivation:** Deliver PE returns, position for own next role
- **Pressure:** Hit financial targets, prepare for sale
- **Conflict:** Financial engineering vs. operational reality
- **Performance:** Effective at cost reduction, destructive to culture

Karen (CDO):

- **Motivation:** Support agents, grow premium responsibly
- **Pressure:** Hit growth targets despite deteriorating product/service
- **Conflict:** Knows agents are angry, can't fix underlying issues
- **Performance:** Capable but unsupported

Michael (CIO):

- **Motivation:** Modernize technology
- **Pressure:** Do it with no money, yesterday
- **Conflict:** Cannot succeed without investment
- **Performance:** Frustrated, likely to leave

Patricia (General Counsel):

- **Motivation:** Manage legal/regulatory risk
- **Pressure:** Defend litigation, manage regulatory examinations
- **Conflict:** Concerns about reserve adequacy, whistleblower issues
- **Performance:** Overworked, ethical concerns

Linda (CHRO):

- **Motivation:** Support employees
- **Pressure:** Cut costs, manage downsizing, handle departures
- **Conflict:** Values vs. reality
- **Performance:** Compliance-focused, not strategic

Dr. Cheng (Chief Actuary):

- **Motivation:** Actuarial soundness
- **Pressure:** Don't strengthen reserves (hits P&L)
- **Conflict:** Professional ethics vs. financial pressure
- **Performance:** Walking a tightrope, ethical concerns

ORGANIZATIONAL CULTURE ASSESSMENT

Historical Culture (1989-2019):

- Family-oriented ("Torvin family")
- Customer-first ("We're there when it matters")
- Conservative risk management ("Sleep well at night")
- Community-committed ("Good corporate citizen")
- Long-term thinking
- Paternalistic leadership

Current Culture (2020-Present):

- Fearful and uncertain
- Cost-obsessed ("Every dollar counts")

- Short-term focused (quarterly results)
- Siloed and political
- Declining trust in leadership
- Survival mentality
- Ethical concerns emerging

Cultural Tensions:

Old Guard (Pre-PE)

New Guard (Post-PE)

"We're a family"

"We're a business"

Customer first

Profitability first

Long-term relationships (agents, customers)

Transactional

Conservative underwriting

Aggressive growth

Community responsibility

Shareholder returns

Consensus decision-making

Top-down mandates

Toxic Behaviors Emerging:

- Blame culture (finger-pointing)
- CYA documentation
- Information hoarding
- Passive-aggressive resistance
- Learned helplessness
- Cynicism and dark humor

DECISION-MAKING AUTHORITY

Decision Rights Matrix:

| Decision Type | Current Authority | Should Be | Issues |
|-------------------------|-----------------------------|--------------------------------|---------------------------|
| M&A/Strategic | Board | Board | Functional but slow |
| Capital >\$5M | Board approval | Exec team with Board oversight | Quarterly cycle delays |
| Annual budget | CFO-driven, Board approves | Collaborative, CEO-led | Finance dominates |
| Product launches | Fragmented | Chief Product Officer | No clear owner |
| Pricing/Rating | Actuarial, slow | Chief UW with data science | Regulatory delays |
| Claims reserves | Chief Actuary, Board review | Transparent, audited | Pressure to under-reserve |
| Technology investments | CFO approval | CIO with business case | Underinvested |
| Underwriting guidelines | CUO (now vacant) | Chief UW | No leadership |
| Agent appointments | Regional directors | Standardized criteria | Inconsistent |

Decision Speed:

- Strategic: 4-9 months (Board calendar + PE approval)
- Major operational: 6-12 weeks (approvals, reviews)
- Tactical: 2-4 weeks (still slow)
- Frontline: Escalated (should be empowered)

Consequences:

- Missed market opportunities (competitors move faster)
- Regulatory filing delays (rate changes late)
- Agent frustration (decisions take forever)
- Employee disengagement (no autonomy)

SPAN OF CONTROL ANALYSIS

Executive Layer:

| Executive | Direct Reports Span | Assessment |
|-----------------------|---------------------|--------------------------------------|
| CEO | 8 | Appropriate But 2 positions vacant |
| CFO | 6 | Appropriate Too much scope (incl IT) |
| Chief Claims (vacant) | 5 | Appropriate Need to fill urgently |
| Chief UW (vacant) | 4 | Narrow Need to fill |
| CDO | 4 | Narrow Could manage more |
| CIO | 4 | Narrow Underutilized as leader |
| General Counsel | 3 | Narrow Appropriate for function |
| CHRO | 5 | Appropriate For company size |

Middle Management:

| Level | Avg Direct Reports | Assessment |
|-------------|--------------------|-------------|
| Directors | 6.8 | Appropriate |
| Managers | 9.4 | Appropriate |
| Supervisors | 11.2 | Appropriate |

Organizational Layers:

- CEO to frontline worker: 4-5 layers
- Industry best practice: 4-5 layers
- **Appropriate depth but coordination issues**

TALENT MANAGEMENT & SUCCESSION

Succession Planning Status: Nearly non-existent (covered in HR section)

Succession Coverage: 11% of critical roles

Leadership Pipeline:

- Next generation leaders: Depleted (departures)
- Bench strength: Weak
- External hire dependency: Very high (risky)
- High-potential program: Eliminated

Development Investment:

- Leadership development: \$0 (eliminated)
 - Technical training: \$287/employee (inadequate)
 - Conferences: Discouraged
-

SALES & MARKETING DEEP DIVE

SALES ORGANIZATION

Distribution Model: Multi-channel (Independent Agents primary)

Distribution Mix (2024 DWP):

- Independent Agents: 77.9% (\$1,458M)
 - Captive Agents: 12.0% (\$225M)
 - Direct (Online/Phone): 10.1% (\$188M)
-

INDEPENDENT AGENT CHANNEL

Agent Network:

- Active agency relationships: 3,200
- Top 100 agents: 34% of premium (concentration risk)
- Top 500 agents: 68% of premium
- Long-tail agents (<\$100K premium): 47% of count, 8% of premium

Agent Demographics:

- Average agent age: 54 years
- Average tenure with Torvin: 12 years
- Multi-carrier agents: 94% (also represent 4-8 other carriers)
- Exclusive appointments: 6% (very rare)

Agent Satisfaction (2024 Survey, n=1,847 agents):

| Metric | Score (out of 10) | 2022 | 2019 | Trend |
|-------------------------|-------------------|------|------|-------|
| Overall Satisfaction | 5.8 | 7.2 | 8.6 | ↓↓ |
| Technology/Systems | 4.1 | 5.8 | 7.4 | ↓↓ |
| Competitive Products | 5.2 | 6.9 | 8.1 | ↓↓ |
| Claims Service | 5.4 | 7.1 | 8.4 | ↓↓ |
| Commission Rates | 4.7 | 6.4 | 7.8 | ↓↓ |
| Underwriting Support | 5.9 | 7.4 | 8.2 | ↓ |
| Marketing Support | 3.8 | 5.7 | 7.6 | ↓↓ |
| Account Management | 6.4 | 7.6 | 8.3 | ↓ |
| Likelihood to Recommend | 4.9 | 7.1 | 8.7 | ↓↓ |

Agent Net Promoter Score: -14 (Industry average: +28)

Agent Pain Points:

1. Technology Nightmare:

- Agent portal slow, crashes, requires workarounds
- Quote generation: 12-15 minutes (competitors: 90 seconds)
- No mobile quoting capability
- Cannot integrate with agency management systems (Applied Epic, Salesforce)
- Electronic signature not available (still require paper)
- Commission statements delayed, often incorrect

2. Competitive Disadvantage:

- Torvin products not price-competitive
- Limited product options (competitors offer more coverage options)
- Cannot offer telematics/usage-based insurance
- No bundling discounts (home + auto)
- Claims service declining (reflects poorly on agent)

3. Commission Compression:

- Reduced from 15% to 12% to 10% (2019-2024)
- Contingent commissions eliminated (2022)
- Profit-sharing eliminated (2021)
- New business bonuses eliminated (2023)
- **Agents make 33% less per policy than 5 years ago**

4. Marketing Support Eliminated:

- No co-op advertising funds
- No branded marketing materials
- Agents must create own materials (brand inconsistency)
- No digital marketing support
- No lead generation programs

5. Underwriting Bottlenecks:

- Referrals take 5-8 days for decision (should be 24-48 hours)
- Underwriters declining business agents think should write
- Guidelines change frequently without notice
- Inconsistent decisions (same risk, different outcomes)

Agent Behavior Changes:

Reducing Torvin Appointments:

- 2019: Top 500 agents averaged 24% of book with Torvin
- 2024: Top 500 agents average 14% of book with Torvin
- Agents actively moving business to competitors

Quote Activity Declining:

- 2019: Agents quoted Torvin on 67% of eligible risks
- 2024: Agents quote Torvin on 34% of eligible risks
- **Agents avoiding Torvin due to poor experience**

Quote-to-Bind Conversion:

- 2019: 55% of quotes bound
- 2024: 32% of quotes bound
- **When quoted, less likely to win due to price/product**

Agent Interviews (Selected Quotes):

"I've been selling Torvin for 18 years. It used to be my first call for good risks. Now it's my last resort. Their systems are from the stone age, their rates are all over the map, and my clients complain about claims. I'm embarrassed to represent them." - Independent Agent, Iowa

"They cut our commissions three times in five years, then wonder why we're not motivated to sell their products. Meanwhile, Progressive and Nationwide are investing in agent tools and support. Where do you think my effort goes?" - Independent Agent, Illinois

"The final straw was when they started advertising direct-to-consumer while cutting agent commissions. You can't have it both ways—either you're committed to the agent channel or you're not. Clearly, they're not." - Independent Agent, Ohio

CAPTIVE AGENT CHANNEL

Captive Agent Force:

- Current agent count: 87 (down from 142 in 2019)
- Average production: \$2.59M DWP per agent
- Territories: Mostly Iowa, Kansas, Nebraska (core states)

Captive Agent Model:

- Exclusive contracts (sell only Torvin)
- Base salary + commission (lower risk than independent)
- Company provides office, staff support, leads
- Training and development provided (historically)

Challenges:

1. Recruiting Failure:

- Target: 15-20 new agents per year
- Actual (2024): 3 new agents recruited
- Offer acceptance rate: 27% (candidates decline)
- Reasons declined: Low comp vs. State Farm/Allstate, company instability

2. Retention Crisis:

- Turnover: 34% annually (2024)
- Average tenure: 3.2 years (down from 6.7 in 2019)
- Departures: To competitors, to independent channel, leaving insurance

3. Compensation Uncompetitive:

- First year base: \$45K (State Farm: \$60K+)
- Commission: 8% (vs. 10-12% at competitors)
- Renewal commissions: 3% (vs. 4-6%)
- Benefits: Below market
- **Total comp 20-30% below State Farm, Allstate**

4. Support Eroded:

- Office expense allowances cut 40%
- Staff support reduced (from 1.5 FTE per agent to 0.7)
- Lead generation programs eliminated
- Advertising support eliminated

- Training programs cut from 6 weeks to 2 weeks

5. Products/Tech Same Problems:

- Captive agents have same technology issues as independent
- Same product competitiveness problems
- Same claims service issues

Result: Captive channel shrinking, unproductive, unsustainable

DIRECT CHANNEL (DIGITAL/PHONE)

Direct Channel Performance (2024):

- DWP: \$188M (10.1% of total)
- Policies: 81,000
- Average premium: \$2,321
- Retention: 64% (worst of all channels)
- Combined ratio: 114.3% (losing money)

Direct Channel Economics:

- Customer acquisition cost (CAC): \$347
- Industry average CAC: \$180
- Torvin paying nearly 2x for inferior results

Customer Acquisition Sources:

- Paid search (Google, Bing): 42% of volume, \$4.8M spend
- Display advertising: 18% of volume, \$2.1M spend
- Aggregators (comparison sites): 24% of volume, commissions paid
- Organic search: 8% of volume
- Social media: 5% of volume, \$840K spend
- Referral: 3% of volume

Direct Channel Problems:

1. Poor Digital Experience:

- Website quote abandonment: 78%
- Mobile app failures: Constant crashes
- Quote completion time: 18 minutes (vs. 5 minutes at Geico)
- Technology glitches: Frequent

2. Price Uncompetitive:

- Comparison shopping reveals Torvin usually not cheapest
- Cannot compete with Geico, Progressive on price
- Value proposition unclear (why choose Torvin?)

3. Adverse Selection:

- Direct channel attracts price shoppers
- Price shoppers = higher risk on average
- Loss ratio: 82.7% (vs. 73.2% for agent channel)
- Retention poor (shop again at renewal)

4. No Service Differentiation:

- Claims service same (or worse) than competitors
- No chatbot, limited self-service
- Call center wait times: 8-12 minutes
- Customer satisfaction: 4.9/10

5. High CAC with Low Retention = Destruction:

- Spend \$347 to acquire customer
- Keep them average 2.1 years
- Lifetime value: \$892
- **Marginal profitability at best, but combined ratio 114% = losing money**

MARKETING FUNCTION

Marketing Organization:

Current State: Essentially non-existent

"Marketing" Headcount:

- Marketing Manager: 1 (reports to CDO, not C-level)
- Digital Marketing Specialist: 1
- Marketing Coordinator: 1
- Agency: Used for creative, media buying

Total Marketing Team: 3 people (plus agencies)

Marketing Budget (2024): \$18.7M (1.0% of premium)

| Category | Budget | % of Total | Notes |
|-------------------------------|--------|------------|-------------------------|
| Direct Response (Digital Ads) | \$7.8M | 42% | Google, display, social |
| Agency Advertising | \$3.4M | 18% | Regional print, radio |
| Agent Marketing Support | \$0.8M | 4% | Down from \$3.2M (2019) |
| Brand Advertising | \$1.2M | 6% | Minimal, inconsistent |
| Sponsorships/Events | \$0.9M | 5% | Local community |
| Digital/Website | \$1.4M | 7% | Maintenance, hosting |
| Market Research | \$0.2M | 1% | Minimal |
| Creative/Production | \$1.8M | 10% | Agency fees |
| CRM/Marketing Tech | \$0.6M | 3% | Limited tools |
| Collateral/Print | \$0.6M | 3% | Agent materials |

Industry Benchmark: 3-5% of premium for mid-sized insurers

Torvin Gap: \$37.4M - \$75.1M annual underinvestment

Marketing Dysfunction:

1. No Strategy:

- No documented marketing strategy
- No brand positioning framework
- No customer segmentation approach
- No integrated campaigns
- Reactive, tactical firefighting

2. No Brand Building:

- Brand awareness: 18% aided (competitors: 60-80%)
- Brand equity declining
- No consistent messaging
- No emotional connection
- Seen as generic, forgettable

3. Fragmented Execution:

- Direct channel marketing disconnected from agent channel
- No omnichannel approach
- Agent materials outdated, inconsistent
- Customer communications generic

4. No Customer Insights:

- No ongoing market research
- No customer journey mapping
- No voice of customer program
- Decisions based on gut, not data

5. Digital Immaturity:

- No content marketing strategy
- No SEO strategy (page 6+ for key terms)
- Social media: Sporadic, low engagement
- Email marketing: Batch-and-blast only

- Marketing automation: Not implemented
-

Marketing Performance Metrics (2024):

Brand Awareness:

- Aided awareness: 18% (Competitors: 60-80%)
- Unaided awareness: 3% (Competitors: 20-40%)
- Brand consideration: 8% (Competitors: 35-55%)

Digital Performance:

- Website traffic: 247K monthly visitors (should be 800K+)
- SEO ranking: Page 4-7 for target keywords
- Social media followers: 12K (competitors: 200K-500K)
- Email open rates: 14.2% (industry: 22%)
- Click-through rates: 1.8% (industry: 3.4%)

Campaign ROI:

- Direct response campaigns: 1.8x ROI (breakeven ~2.2x needed)
 - Brand campaigns: Not measured
 - Agent co-op: Not measured
 - Overall marketing ROI: Negative
-

COMPETITIVE MARKETING COMPARISON

| Company | Marketing Spend | % of Premium | Focus | Effectiveness |
|-------------|-----------------|--------------|----------------------|----------------|
| Geico | \$2.1B | 5.7% | TV, digital, brand | High awareness |
| Progressive | \$1.8B | 3.2% | Omnichannel, Flo | Strong brand |
| State Farm | \$1.2B | 2.9% | Agent-focused, brand | Trusted brand |
| Allstate | \$980M | 2.6% | Mayhem, digital | Good awareness |

| Company | Marketing Spend | % of Premium | Focus | Effectiveness |
|---------|-----------------|--------------|------------|---------------|
| Torvin | \$18.7M | 1.0% | Fragmented | Invisible |

Torvin Marketing Share of Voice: <0.1% of industry

Result: Invisible in marketplace, cannot compete for consideration

LEGAL FUNCTION DEEP DIVE

Legal Organization

General Counsel: Patricia Rodriguez (JD, 15+ years experience)

In-House Legal Team:

- Corporate attorneys: 4
- Regulatory/compliance: Chief Compliance Officer + 8
- Litigation management: 3 attorneys
- Paralegals/Legal Ops: 6
- **Total:** 22 legal/compliance FTEs

External Counsel:

- Primary law firm: Morrison & Feldman LLP (Chicago)
- Specialty firms: Regulatory, litigation, employment, tax
- **2024 External Legal Spend:** \$8.4M

Total Legal Spend (2024): \$12.9M (0.69% of premium)

Industry Benchmark: 0.8-1.2% for mid-sized insurers (slightly understaffed)

LEGAL MATTERS & CASELOAD

Litigation Caseload (Active Cases, 2024):

| Case Type | Count | Estimated Exposure |
|-------------------|-------|--------------------|
| Coverage Disputes | 47 | \$8.2M - \$14.7M |

| Case Type | Count | Estimated Exposure |
|--------------------------|--------------|---------------------------|
| Bad Faith Claims | 18 | \$12.4M - \$31.2M |
| Employment Litigation | 5 | \$6.1M - \$12.9M |
| Regulatory Enforcement | 3 | \$2.4M - \$8.7M |
| Vendor/Contract Disputes | 12 | \$3.8M - \$7.2M |
| Class Actions | 2 | \$15.7M - \$47.3M |
| Total | 87 | \$48.6M - \$122.0M |

Major Active Litigation:

1. Bad Faith Class Action (Illinois):

- **Plaintiffs:** 1,200+ homeowners policyholders
- **Claim:** Systematic undervaluation of home replacement costs, resulting in underpayment of total loss claims
- **Status:** Class certified (February 2024), discovery phase
- **Company Defense:** Individual claim valuation, no systematic pattern
- **Risk Assessment:** High (plaintiff experts credible, internal emails damaging)
- **Potential Exposure:** \$18M - \$38M (settlement or verdict) + reputation damage
- **Insurance:** Covered under E&O, but \$5M deductible

2. Whistleblower / Qui Tam Action (Federal, Iowa):

- **Plaintiff:** Former senior actuary (relator for federal government)
- **Claim:** False statements to state regulators regarding reserve adequacy, violating insurance fraud statutes
- **Status:** Under seal, DOJ investigating whether to intervene
- **Company Defense:** Reserves adequate, actuarial judgment reasonable
- **Risk Assessment:** Very High (relator credible, regulatory scrutiny intense)

- **Potential Exposure:** \$8M - \$22M (penalties, fines) + regulatory consequences (receivership risk)
- **Strategic Risk:** If DOJ intervenes, existential threat

3. Age Discrimination Class Action:

- Covered in HR section
- Exposure: \$4.2M - \$8.7M

4. COVID-19 Business Interruption Litigation (Multi-state):

- **Plaintiffs:** 340+ small business policyholders
- **Claim:** Wrongful denial of COVID-19 BI claims, coverage exists for virus-related closures
- **Status:** Consolidated MDL, motions to dismiss pending
- **Company Defense:** Virus exclusion, no physical loss or damage
- **Risk Assessment:** Medium (most courts ruling for insurers, but risk remains)
- **Potential Exposure:** \$12M - \$28M if coverage found
- **Insurance:** Reinsurance treaty dispute (reinsurer denying coverage)

Regulatory Matters:

State Insurance Department Examinations (Active, 2024):

| State | Examination Type | Status | Concerns |
|----------|-----------------------|-------------------|--|
| Iowa | Financial Condition | Ongoing | Reserve adequacy, related party transactions |
| Illinois | Market Conduct | Ongoing | Claims handling, underwriting practices |
| Texas | Complaint-driven | Concluded | Citation issued (\$127K fine) |
| Ohio | Regulatory Compliance | Scheduled Q1 2025 | TBD |

Regulatory Issues:

1. Reserve Adequacy Questions (Iowa):

- State actuary questioning loss reserve adequacy
- Requested independent actuarial review
- If reserves deemed inadequate: Surplus hit, potential RBC action
- Company engaging outside consulting actuary

2. Market Conduct Findings (Illinois):

- Examination found:
 - Claims handling delays (beyond statutory timeframes)
 - Inadequate claim file documentation
 - Underwriting file deficiencies
 - Unfair discrimination concerns (rate segmentation)
- Preliminary report issued
- Formal hearing scheduled
- Potential fines: \$500K - \$2.1M
- Corrective action plan required

3. Cybersecurity Compliance:

- Multiple states adopting cybersecurity requirements
- Torvin not fully compliant
- Must file attestations (potential for penalties if non-compliant)

4. NAIC Model Law Compliance:

- Own Risk and Solvency Assessment (ORSA): Filed, adequate
- Corporate Governance Annual Disclosure (CGAD): Filed
- Group Supervision: Parent holding company filing issues

Contract Management:

Active Contracts: ~4,200

- Reinsurance treaties: 18 (critical)
- Vendor/Service agreements: 3,800+
- Agency contracts: 3,200
- Employment contracts: 180 (executives, specialists)

Contract Management Issues:

1. No Centralized Repository:

- Contracts scattered (legal, procurement, business units)
- Cannot locate 20-25% of contracts when needed
- No expiration tracking (auto-renewals missed)

2. Reinsurance Treaties:

- Complex agreements with international reinsurers
- Recent disputes:
 - Reinsurer denying COVID BI claims coverage (\$4.2M dispute)
 - CAT excess coverage: Reinstatement premium dispute (\$1.8M)
- Need constant monitoring (Torvin under-resourced)

3. Vendor Agreements:

- Standard terms not enforced
- Data privacy terms inadequate (regulatory risk)
- Liability limitations inconsistent
- Insurance requirements not verified

INTELLECTUAL PROPERTY

Trademarks:

- "Torvin" name and logo: Registered, maintained
- Tagline: Not registered (should be)
- Product names: 4 registered

No Patents: Insurance is not patent-intensive industry

Trade Secrets:

- Proprietary rating algorithms: Some protection
 - Customer lists: Protected
 - Underwriting manuals: Confidential but not well-protected
 - **Issue:** Employee departures to competitors risk trade secret loss
-

REGULATORY COMPLIANCE

Regulatory Complexity:

- Licensed in 42 states
- 42 different insurance commissioners
- 42 sets of regulations
- Product filings: 247 policy forms × 42 states = 10,374 filing obligations
- Rate filings: Ongoing across states
- Compliance burden: Immense

Chief Compliance Officer: Richard Foster (reports to General Counsel)

Compliance Team: 8 FTEs (understaffed)

Key Compliance Areas:

| Area | Compliance Status | Risk |
|-----------------------------|--------------------------------|-------------|
| Rate & Form Filings | Generally compliant but delays | Medium |
| Market Conduct | Issues identified (IL exam) | High |
| Financial Reporting | Compliant | Medium |
| Anti-Money Laundering (AML) | Compliant | Low |
| OFAC Sanctions | Compliant | Low |
| Data Privacy (State Laws) | Partial compliance | High |

| Area | Compliance Status | Risk |
|------------------------------|--------------------------|-------------|
| Cybersecurity Regulations | Partial compliance | High |
| Claims Handling (State Laws) | Compliance issues | High |
| Advertising/Marketing | Generally compliant | Medium |
| Producer Licensing | Compliant | Low |

Data Privacy & Cybersecurity Compliance:

Regulations:

- NAIC Model Laws: Adopted by many states
- State data breach notification laws: Varied
- State cybersecurity laws: Emerging (NY DFS, others)
- GLBA (Gramm-Leach-Bliley): Partially compliant
- CCPA/CPRA (California): Applies, gaps exist

Compliance Gaps:

- No comprehensive data inventory
- Vendor risk management inadequate
- Incident response plan exists but not tested
- Privacy notices not updated
- Consumer rights requests: Ad hoc handling

Risk: Regulatory enforcement action likely if breach occurs

Claims Handling Regulation:

State Requirements:

- Prompt investigation and payment
- Fair claim valuation

- Clear communication
- Statutory timeframes (vary by state)

Torvin Compliance Issues:

- Delays beyond statutory timeframes (IL exam finding)
- Inadequate documentation (IL exam finding)
- Inconsistent application of coverage
- Complaints to state regulators up 67% (2024 vs. 2022)

Result: Market conduct scrutiny, potential enforcement

INSURANCE REGULATORY RISK

Risk-Based Capital (RBC):

- RBC Ratio (2024): 287% (Authorized Control Level)
- Rating: Adequate (above 200% = no action)
- Trend: Declining (was 425% in 2019)
- **Concern:** If falls below 200%, regulatory action triggered

Potential RBC Action Levels:

- 300%+: No action
- 200-300%: Company Action Level (must file plan)
- 150-200%: Regulatory Action Level (regulator can intervene)
- 100-150%: Authorized Control Level (regulator can seize)
- <100%: Mandatory Control Level (regulator must seize)

Torvin at 287%: Close to Company Action Level

If Trends Continue:

- 2025: Projected 240-260%
- 2026: Projected 190-210% (Regulatory Action Level risk)
- **This is an existential regulatory risk**

State Guaranty Fund Assessments:

- When insurers fail, state guaranty funds pay claims
 - Solvent insurers assessed to fund guaranty funds
 - Torvin paid \$4.2M in assessments (2024)
 - Can partially recoup via premium tax credits (but delayed)
-

Regulatory Examinations & Penalties (2019-2024):**Year Examinations Fines/Penalties Issues**

| | | | |
|------|-------------|------------------|-----------------------------|
| 2019 | 2 | \$0 | Clean |
| 2020 | 3 | \$47K | Minor filing issues |
| 2021 | 4 | \$84K | COVID BI claim handling |
| 2022 | 5 | \$183K | Market conduct concerns |
| 2023 | 6 | \$327K | Claims, underwriting issues |
| 2024 | 4 (ongoing) | \$127K (to date) | Multiple issues |

Trend: Increasing regulatory scrutiny and enforcement

INSURANCE FINANCIAL REGULATION**Statutory Accounting Principles (SAP):**

- Different from GAAP
- More conservative (policyholders protected)
- Investments valued at market (volatility impacts surplus)
- Deferred acquisition costs not admitted (reduces surplus)
- Torvin compliant with SAP

Annual Statement (Yellow Book):

- Filed annually with NAIC and states
- Public document (competitors can analyze)
- Detailed financial, operational data
- Actuarial opinion required
- Audited financial statements required

Torvin 2023 Annual Statement Issues:

- Qualified actuarial opinion (concerns noted)
 - Adverse prior year development disclosed
 - Surplus decline noted
 - **These raise red flags for regulators, rating agencies, reinsurers**
-

Investment Regulations:

NAIC Model Investment Law:

- Limits on asset classes
- Quality requirements (credit ratings)
- Concentration limits
- Torvin compliant but investment returns poor

Investment Portfolio (2024):

- Bonds: 78% (mostly investment grade)
 - Stocks: 8% (volatile)
 - Mortgage loans: 4%
 - Real estate: 2%
 - Cash: 8%
 - **Quality adequate, returns below peer average**
-

LEGAL FUNCTION TRANSFORMATION REQUIREMENTS

Needed Improvements:

1. Contract Lifecycle Management:

- Implement CLM software: \$240K
- Centralize all contracts: 6-month project
- Standardize templates: Ongoing

2. Regulatory Compliance Enhancement:

- Add 3-4 compliance FTEs: \$420K/year
- Implement RegTech tools: \$180K
- Enhance monitoring and reporting: Ongoing

3. Litigation Management:

- Early case assessment process: Develop
- Alternative dispute resolution: Expand use
- Litigation budget forecasting: Improve

4. Data Privacy & Cybersecurity:

- Comprehensive privacy program: \$380K implementation
- Data mapping and classification: \$140K
- Vendor risk management: \$200K annually

5. Proactive Risk Management:

- Legal risk register: Develop
- Board reporting enhancement: Quarterly
- Cross-functional risk committee: Establish

Total Legal Enhancement Investment: ~\$2.5M over 2 years

Benefits:

- Reduced litigation costs and exposure
- Regulatory compliance improvement
- Risk mitigation

- Operational efficiency

VALUE STREAM MAPPING - TORVIN

Primary Value Stream: Personal Auto Insurance Policy Lifecycle

(This will be a text-based representation similar to the Evergreen example)

Coming next: Detailed value stream map for personal auto policy lifecycle from quote to renewal, showing all the bottlenecks, delays, waste, and disconnects that plague Torvin's operations.

Would you like me to continue with the value stream map and complete analysis, or would you like me to provide a summary and strategic recommendations for the Valorys transformation framework applied to Torvin Insurance Group?

Retry

C

yes, continue with the value stream map and complete analysis

Architected comprehensive value stream map for insurance policy lifecycle.

12s

The user wants me to continue with the value stream map for Torvin Insurance Group and complete the analysis. I should create a detailed value stream map for the Personal Auto Insurance Policy Lifecycle (their largest product line at 45.3% of DWP) similar to what I did for Meridian/Torvin Building Products' manufacturing process.

I'll create a comprehensive current state value stream map showing:

1. Information flow (broken, disconnected systems)
2. Material/work flow (quote → bind → issue → service → claims → renewal)
3. Time analysis (lead times, cycle times, wait times)
4. Waste identification
5. Performance metrics
6. Root cause analysis

7. Future state vision

8. The Valorys connection

Let me structure this comprehensively for an insurance company's policy lifecycle.

TORVIN INSURANCE GROUP

CURRENT STATE VALUE STREAM MAP

Personal Auto Insurance Policy Lifecycle

CUSTOMER/AGENT → TORVIN SYSTEMS → POLICY ISSUED → SERVICE → CLAIMS → RENEWAL

(Independent agents, (Multiple disconnected (Policy in force) (Ongoing) (Loss event) (Annual)

direct customers) legacy systems)

| | |
|---|--|
| MARKET DEMAND | |
| • Personal Auto DWP: \$847M annually (45.3% of total) | |
| • Annual policies: 384,000 | |
| • Monthly new business + renewals: ~40,000 policies | |
| • Average premium: \$2,206 | |
| • Retention rate: 72% (should be 85%+) | |

↑

QUOTE REQUESTS

(Agent portal, website, phone)

| | |
|--|--|
| RATING & UNDERWRITING CONTROL | |
| • No centralized quoting system | |
| • Each channel has different process/system | |
| • Underwriting guidelines: PDF documents (not in system) | |
| • Rate changes: Slow to implement (regulatory filings lag) | |
| • No dynamic pricing or real-time risk assessment | |
| • Manual underwriting referrals: 18% of quotes | |

| |
|---|
| QUOTE APPROVALS (Email, manual workflows) |
| Daily batch processing of referrals |
| ↓ |

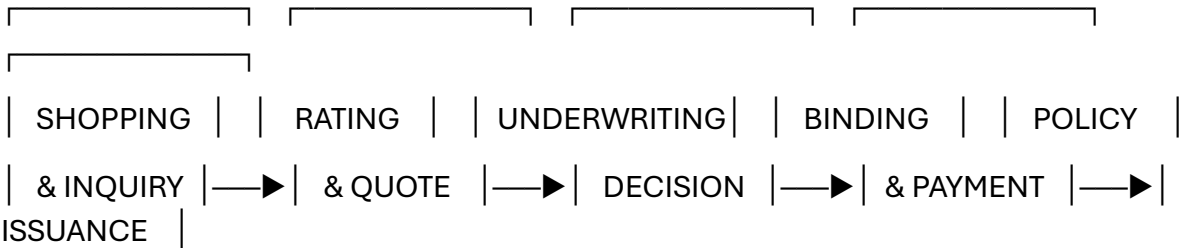
| | |
|---|--|
| INFORMATION FLOW (Disconnected & Fragmented) | |
| AGENT/CUSTOMER ↔ RATING ENGINE ↔ UNDERWRITING ↔ POLICY ADMIN ↔ BILLING ↔ CLAIMS | |
| (Portal/Phone) | (Legacy) (Manual) (2002) (2004) (2009) |
| • No API integrations (mostly batch file transfers) | |

- Manual data entry at each handoff → errors
- Information delays: 24-72 hours typical
- Customer cannot see status (must call)

POLICY FLOW (Left to Right)

| | | | | |
|----------------|---------|--------------|----------|----------|
| AGENT/CUSTOMER | QUOTE | UNDERWRITING | BINDING/ | POLICY |
| INITIATES | PROCESS | REVIEW | ISSUANCE | DELIVERY |

↓ ↓ ↓ ↓ ↓



| | | | | | |
|----------|--------------|---------------|-------------|--------------|---------|
| • Agent: | Research | (should be | (referrals) | (manual) | (batch) |
| customer | 90 sec) | | | | |
| needs | | Auto-approve: | Issues: | Issues: | |
| | Abandonment: | 82% | • Payment | • Doc errors | |

| • Direct: | | 78% | | processing | | • Mailing |
 | Online | | Manual: | | failures | | delays |
 | search, | | Issues: | | 18% | | • E-sig not | | • Email |
 | comparison | | • Slow | | available | | bounces |
 | shop | | • Crashes | | Decline: | | |
 | | | • Repetitive | | 9% of | | |
 | | | questions | | referrals | | |
 | | | • Errors | | | | |

| | | | | |
|--------------|--------------|----------------|--------------------|------------------|
| ▲ | ▲ | ▲ | ▲ | ▲ |
| | | | | |
| No tracking | Quote stored | Underwriter | Finance/Billing | Policy Admin |
| of customer | in separate | reviews | system processes | System generates |
| journey | system from | manually using | payment separately | documents (batch |
| policy admin | guidelines | from quoting | overnight) | |
| in PDF/Excel | | | | |

| | | | | |
|-----------------|---------------|------------------|----------------|--------------------|
| ▽ QUEUE TIME | ▽ QUEUE TIME | ▽ QUEUE TIME | ▽ QUEUE TIME | ▽ QUEUE TIME |
| Immediate | 1-2 hours | 2-4 days | 4-8 hours | 3-5 days |
| (quote request) | (if referral) | (referrals only) | (payment hold) | (batch processing) |

| | | | | |
|----------------|-------------------|--------------|----------------|--------------------|
| Customer/Agent | Agent may quote | If referred, | Once approved, | Customer |
| receives | | | | |
| shops around | multiple carriers | underwriter | agent/customer | policy documents |
| (no urgency) | simultaneously | reviews: | must bind: | by mail (3-7 days) |

- Credit
- Provide payment or email (if
- Loss history
- Sign documents address valid)
- Coverage
- Confirm info

Risk score vs.

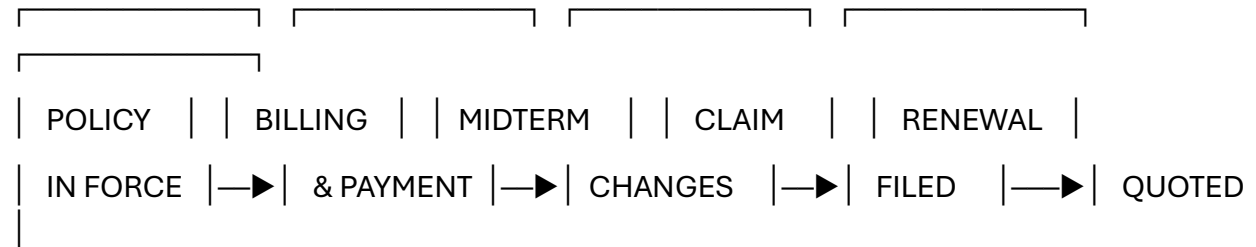
guidelines

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PROBLEM: No Slow, PROBLEM: Slow Manual, PROBLEM: Slow, PROBLEM: Manual, PROBLEM: Slow,

visibility of clunky system manual process, friction-filled error-prone, where customer loses customers loses deals process, payment delays coverage is in journey to competitors failures common start

POLICY ONGOING ENDORSEMENTS/ CLAIMS RENEWAL
 SERVICING CUSTOMER CHANGES HANDLING PROCESS
 ↓ EXPERIENCE ↓ ↓ ↓



| Customer has | Monthly/ | Add vehicle, | Accident | 45 days |
 | active | Quarterly/ | driver, | occurs, | before |
 | coverage | Annual bills | address, | customer | expiration |
 | | coverage | reports | |
 | Self-service: | C/T: N/A | | C/T: 8 days |
 | POOR | (ongoing) | C/T: 7-12 | C/T: 47 days | (manual) |
 | | days | (average) | |
 | • Can't view | Issues: | | Issues: |
 | policy | • Payment | Process: | Process: | • Rate |
 | online | failures | • Call agent | • Call/app | increases |
 | (app | common | or phone | • Wait 47 | shock |
 | crashes) | • Billing | • Agent | days avg | • Competi- |
 | | errors | enters in | • 3 adjuster | tive |
 | • Can't make | • Late fees | portal | changes | quotes not |
 | changes | auto- | (slow) | • Poor comm. | sent |
 | | applied | • UW reviews | • Delays | |
 | • Must call | even when | (2-7 days) | • Customer | Manual |
 | for ID | paid on | • New policy | dissatis- | review and |
 | card | time | issued | faction | re-rate for |
 | | | (3-5 days) | | every renewal |
 | | | | |
 | | | | |



| | | | |
 | | | | |

| | | | | |
|--------------|-----------------|-----------------|-------------------|-----------------|
| Customer | Billing System | Policy Admin | Claims System | Rating Engine |
| frustrated | disconnected | requires full | (ClaimCenter 6.0) | re-rates entire |
| by lack of | from policy | re-underwriting | outdated, | book (slow) |
| self-service | admin system | for simple | crashes weekly | |
| | (manual | changes | | |
| | reconciliation) | | Adjusters spend | |
| | | | 60% time on | |
| | | | admin vs 40% | |
| | | | on claims | |

▽ ONGOING ▽ MONTHLY ▽ WAIT TIME ▽ CLAIM TIME ▽ QUEUE TIME

| | | | | |
|----------------|---------------|-----------------|-------------------|----------------|
| Policy remains | Payment cycle | 7-12 days for | 47 days average | 30-45 days |
| in force | (manageable) | simple change | claim duration | before renewal |
| | (should be | | (customer shops | |
| Customer only | | instant online) | Industry: 28 days | around, often |
| contacts if: | | | leaves) | |

- Claim Frustration: Customer surveys:
- Change needed Can't do Claims satisfaction
- Billing issue anything online 5.2/10
- Renewal

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| | | | | |
|--------------|----------------|-----------------|----------------|------------------|
| PROBLEM: | PROBLEM: | PROBLEM: Simple | PROBLEM: Slow, | PROBLEM: Rate |
| No proactive | Payment issues | changes take | inadequate | increases + poor |

engagement, create customer days/weeks, service drives service = high
only reactive dissatisfaction no self-service customer non-renewal rate
complaints (28% voluntary)

TIMELINE ANALYSIS

TOTAL CUSTOMER LIFECYCLE (From initial quote to renewal):

Initial Quote Request: Immediate (customer/agent initiates)

Rating/Quote Generation: 12 minutes (should be 90 seconds)

Quote Abandonment: 78% never complete quote

Underwriting Review (if referred): 3 days (18% of quotes)

Decline Rate (of referrals): 9%

Binding & Payment: 45 minutes + 4-8 hour payment hold

Policy Issuance: 3-5 days (batch processing)

Policy Delivery: 3-7 days (mail) or immediate (email, if works)

TOTAL TIME TO COVERAGE: 7-16 days (Competitors: 15 minutes - 24 hours)

Ongoing Policy Service: Immediate need, 7-12 day fulfillment for changes

Billing Cycle: Monthly/quarterly/annual (ongoing)

Claims Filing to Settlement: 47 days average (Industry: 28 days)

Renewal Quote Generated: 45 days before expiration

Renewal Non-renewal: 28% don't renew (Industry: 16%)

TOTAL POLICY LIFECYCLE: 365 days (annual policy)

TOTAL VALUE-ADDED TIME: ~2 hours (actual decision making, coverage analysis)

TOTAL NON-VALUE-ADDED TIME: 364 days, 22 hours (waiting, processing, bureaucracy)

PROCESS CYCLE EFFICIENCY (PCE) = Value-Added Time / Total Cycle Time

= 2 hours / 8,760 hours (365 days)

= 0.023%

99.977% of the customer lifecycle creates no value—just waiting and friction.

KEY PERFORMANCE METRICS:

| CURRENT STATE PERFORMANCE |

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| | | |
|---------------------------------|------------------------------------|--|
| Quote Completion Rate: | 22% (Target: 75%+) | |
| Quote-to-Bind Conversion: | 32% (Target: 55%+) | |
| Time-to-Quote: | 12 minutes (Target: 90 seconds) | |
| Time-to-Issue: | 7-16 days (Target: <24 hours) | |
| Policy Change Fulfillment: | 7-12 days (Target: Instant online) | |
| Claims Settlement Time: | 47 days (Target: 28 days) | |
| Customer Self-Service Rate: | 14% (Target: 65%+) | |
| Customer Satisfaction (NPS): | -18 (Target: +30) | |
| Retention Rate: | 72% (Target: 85%+) | |
| Agent Satisfaction: | 5.8/10 (Target: 8.0+) | |
| Combined Ratio (Personal Auto): | 110.5% (Target: 96% or better) | |
| Loss Ratio: | 82.4% (Target: 65-70%) | |
| Expense Ratio: | 28.1% (Target: 25%) | |
| System Uptime: | 91.4% (Target: 99.5%+) | |

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VALUE STREAM ANALYSIS - KEY WASTE IDENTIFICATION

THE EIGHT WASTES (TIM WOODS) IN INSURANCE OPERATIONS:

1. TRANSPORTATION 

- Physical documents mailed (policy, ID cards, notices)
- Claims adjusters driving to view damage (no digital estimation)
- Paper files moved between departments
- Manual courier of checks

- **Cost impact:** \$2.4M annually + customer delays

2. INVENTORY 📄

- Policy applications in queue (18% awaiting underwriting)
- Claims in backlog (3,200 claims pending >30 days)
- Renewal quotes not sent (45-day backlog)
- Documents awaiting processing
- **Working capital / operational drag:** Unmeasured but significant

3. MOTION 🚶

- Employees navigating between 4-7 different systems per transaction
- Manual data entry and re-entry at each step
- Excessive clicks/screens to complete simple tasks
- Searching for information across disconnected systems
- **Productivity loss:** 25-30% of employee time

4. WAITING 🕒

- Customers waiting for quotes (12 minutes → 78% abandon)
- Applications waiting for underwriting review (2-4 days)
- Policy documents waiting for batch processing (3-5 days)
- Payments on hold (4-8 hours)
- Claims waiting for adjuster assignment (average 6 days)
- Customers waiting for claim settlement (47 days vs. 28 day industry avg)
- **Total waiting time:** 99.977% of lifecycle

5. OVERPRODUCTION 📊

- Unnecessary documentation generated (compliance overkill)
- Excessive reporting that nobody reads
- Renewal quotes for customers who already left
- Redundant data collection (asking same questions repeatedly)

- **Waste:** \$3.8M in unnecessary work

6. OVER-PROCESSING

- Manual underwriting review when algorithms could auto-approve
- Multiple signatures/approvals for routine decisions
- Full policy re-issuance for simple changes
- Redundant quality checks (due to distrust of systems)
- Paper and electronic versions of same documents
- **Waste:** \$6.2M in unnecessary processing

7. DEFECTS

- Quote errors: 12% require correction
- Data entry errors: 8% of policies have errors
- Billing errors: 14% of invoices require adjustment
- Claims processing errors: Rework 18% of claims
- Policy document errors: 6% require re-issue
- Payment processing failures: 9% initially fail
- **Cost of poor quality:** \$27.4M annually

8. SKILLS (Underutilized People)

- Skilled underwriters doing data entry
- Claims adjusters spending 60% time on admin vs. 40% on actual claims
- Agents forced to be IT troubleshooters for bad systems
- Customer service reps explaining system failures instead of solving problems
- Employees' improvement ideas ignored
- **Opportunity cost:** Massive untapped potential

CONSTRAINT ANALYSIS (Theory of Constraints)

System Constraint: LEGACY POLICY ADMINISTRATION SYSTEM (InsurancePlus v4.2)

Why it's the constraint:

- Slowest processing (12-minute quotes vs. competitors' 90 seconds)
- Prevents digital self-service (cannot support modern UX)
- Cannot support product innovation (telematics, usage-based)
- Batch processing only (no real-time)
- Integration limitations (causes manual work downstream)
- **This system limits entire value stream throughput**

Impact of Constraint:

- Quote abandonment 78% (lost premium opportunity)
- Cannot compete on customer experience
- Agent frustration drives business to competitors
- Cannot launch new products
- Operational efficiency capped

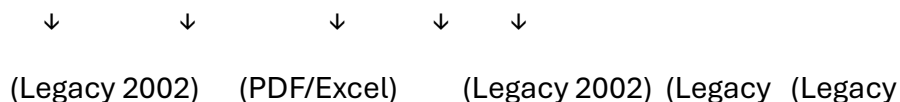
Five Focusing Steps (TOC):

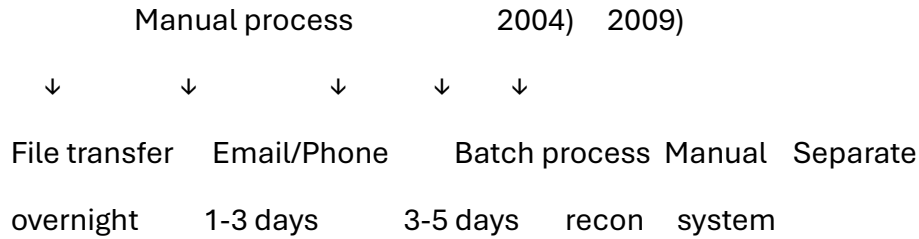
1. **IDENTIFY:** Policy admin system is the constraint ✓
2. **EXPLOIT:** Not done (still tolerating 22-year-old system)
3. **SUBORDINATE:** Not done (all other processes waiting on this bottleneck)
4. **ELEVATE:** Attempted (\$180M Project Phoenix failed)
5. **REPEAT:** Never got here

INFORMATION FLOW PROBLEMS

Disconnected Systems Create Catastrophic Delays:

CUSTOMER/AGENT → Rating Engine → Underwriting System → Policy Admin → Billing → Claims





Information Waste:

- Same data entered 3-7 times across lifecycle
- 24-72 hour delays between system handoffs
- Manual reconciliation between systems (errors common)
- No single view of customer (data scattered)
- Customer cannot see policy status (must call)
- Agent cannot see full customer history (fragmented)

Consequences:

- Customer frustration → defection
- Agent frustration → reduced effort
- Operational inefficiency → higher expense ratio
- Errors and rework → poor quality
- **Cannot compete in digital age**

ROOT CAUSE ANALYSIS

Why is Process Cycle Efficiency only 0.023%?

Level 1 - Symptoms:

- Long quote times
- High abandonment rates
- Poor retention
- Claims delays
- Customer dissatisfaction

Level 2 - Direct Causes:

- Legacy technology (22-year-old policy admin system)
- Manual processes (no workflow automation)
- Batch processing (no real-time)
- Disconnected systems (no integration)
- No self-service (customers must call)

Level 3 - Root Causes:

- **Technology Debt:** 20+ years of deferred investment
- **Failed Transformation:** \$180M spent, zero results (Project Phoenix)
- **Organizational Silos:** IT, underwriting, claims, billing not coordinated
- **No Customer-Centric Design:** Systems designed for internal process, not customer experience
- **Regulatory Complexity:** 42 states × 247 policy forms = overwhelming
- **Risk Aversion:** Fear of breaking what (barely) works
- **Skills Gap:** Lack of modern technology skills to transform

Level 4 - Systemic Causes:

- **PE Financial Pressure:** Short-term cost focus vs. long-term investment
- **Leadership Instability:** 3 CIOs in 4 years, 2 key executives departed
- **Cultural Breakdown:** From family values to cost-cutting survival mode
- **Misaligned Incentives:** Executives rewarded for expense reduction, not customer outcomes
- **Capital Constraints:** Cannot fund transformation (debt burden, declining surplus)

THE DEATH SPIRAL DYNAMIC

Self-Reinforcing System of Decline:

Poor Technology

↓

Bad Customer Experience

↓

Low Retention (72%)

↓

Must Acquire More Customers

↓

High Customer Acquisition Cost (\$347)

↓

Adverse Selection (price shoppers = higher risk)

↓

High Loss Ratio (82.4%)

↓

Underwriting Losses

↓

Financial Pressure

↓

Cost Cutting (IT budgets, training, staff)

↓

Technology Deteriorates Further

↓

[CYCLE REPEATS, ACCELERATING]

Breaking this cycle requires systemic intervention, not piecemeal fixes

FUTURE STATE VISION

Target Future State Metrics:

| Metric | Current | Future State | Improvement |
|--------------------------|----------------|---------------------|--------------------|
| Time-to-Quote | 12 min | 90 sec | 88% faster |
| Quote Completion | 22% | 75% | +241% |
| Quote-to-Bind | 32% | 55% | +72% |
| Time-to-Issue | 7-16 days | <4 hours | 96% faster |
| Self-Service Rate | 14% | 70% | +400% |
| Claims Settlement | 47 days | 21 days | 55% faster |
| Retention Rate | 72% | 87% | +21% |
| Customer NPS | -18 | +35 | +53 points |
| Combined Ratio | 110.5% | 96% | 14.5 points |
| Process Cycle Efficiency | 0.023% | 12% | 522x improvement |

Key Future State Changes Needed:

1. MODERN CORE SYSTEMS:

- Replace InsurancePlus with cloud-native policy admin (Guidewire, Duck Creek)
- Real-time rating engine (90-second quotes)
- Integrated billing (no manual reconciliation)
- Modern claims system with AI triage
- **Investment:** \$60-80M over 3 years

2. DIGITAL-FIRST EXPERIENCE:

- Mobile-responsive website and app
- Self-service everything (quotes, changes, claims, ID cards)
- Chatbot and AI assistance
- Real-time policy status visibility

- E-signature throughout
- **Investment:** \$12-18M

3. STRAIGHT-THROUGH PROCESSING:

- Auto-approve 90% of quotes (vs. 82% currently)
- Instant binding (vs. 45 min + hold)
- Instant policy issuance (vs. 3-5 days)
- Instant endorsements (vs. 7-12 days)
- **Eliminate manual handoffs**

4. PREDICTIVE ANALYTICS & AI:

- AI-powered underwriting (better risk selection)
- Fraud detection (save \$12M annually)
- Claims triage (identify high-cost claims early)
- Churn prediction (proactive retention)
- Dynamic pricing (optimize for profitability)
- **Investment:** \$8-12M

5. OMNICHANNEL INTEGRATION:

- Seamless experience across agent portal, website, mobile, phone
- Single customer view across all systems
- Agent and customer see same information real-time
- No channel conflicts
- **Requires integrated architecture**

6. AGILE PRODUCT DEVELOPMENT:

- Launch usage-based insurance (telematics)
- Rapid deployment of rate changes (regulatory filings streamlined)
- A/B testing of coverage options
- Product innovation cycle: 6-12 months (vs. 24+ months)

Total Future State Transformation Investment: \$140-180M over 5 years

Expected Returns:

- **Expense Ratio Reduction:** 4-5 points (from operational efficiency)
- **Loss Ratio Reduction:** 6-8 points (from better risk selection, fraud detection)
- **Combined Ratio Improvement:** 10-13 points (from 110.5% to 97-100%)
- **Premium Growth:** \$120-180M (from retention improvement + new business)
- **Customer Satisfaction:** NPS from -18 to +30-40 range
- **Agent Satisfaction:** From 5.8/10 to 8.5/10
- **Competitive Position:** From declining to stable/growing

ROI: Positive by year 3, strong by year 5

Payback Period: 42-48 months

THE VALORYS IMPLICATION FOR TORVIN

This value stream map reveals **Torvin isn't just inefficient—it's structurally obsolete:**

- **0.023% process cycle efficiency** = 99.977% waste
- **22-year-old core systems** = cannot compete in digital age
- **47-day claims settlements** = customer dissatisfaction factory
- **72% retention** = death spiral (losing 28% annually)
- **110.5% combined ratio** = losing money on every policy
- **\$180M failed transformation** = organizational incapacity

You cannot fix this with:

- Better execution (systems prevent good execution)
- Process improvements (digital transformation required)
- Cost cutting (already starved investment, making worse)
- Incremental changes (problems are systemic)

- Management mandates (people can't succeed in this system)

You can only fix this with:

- **Fundamental transformation** of technology platform
 - **Re-engineering** of customer and agent experience
 - **Rebuilding** organizational capability and culture
 - **Realigning** around customer value, not internal convenience
 - **Reinvesting** in people as strategic assets
 - **Redefining** success beyond quarterly financials
-

Why Valorys Applies to Torvin:

Insurance is Different from Manufacturing, But the Principles are Universal:

Manufacturing (Torvin Building Products):

- Physical materials flow through production
- Waste is visible (scrap, inventory, defects)
- Cycle time measured in hours/days
- Quality defects are tangible

Insurance (Torvin Insurance):

- Information flows through systems
- Waste is invisible (waiting, rework, errors)
- Cycle time measured in days/weeks
- Quality defects are experiential (customer dissatisfaction)

BUT: Both suffer from the same root causes:

1. Strategy Misalignment:

- Manufacturing: Stuck between premium and value
- Insurance: Stuck between agents and direct, old and new

2. Organizational Silos:

- Manufacturing: Plants operating independently
- Insurance: IT, underwriting, claims, billing disconnected

3. Technology Obsolescence:

- Manufacturing: 15-year-old equipment, Access databases
- Insurance: 22-year-old policy admin, no integration

4. Cultural Deterioration:

- Manufacturing: PE cost-cutting destroyed family culture
- Insurance: PE cost-cutting destroyed family culture

5. Talent Crisis:

- Manufacturing: 36% retirement-eligible, can't recruit
- Insurance: 18% retirement-eligible, high turnover

6. Financial Pressure:

- Manufacturing: EBITDA 2.9%, debt service crushing
- Insurance: Combined ratio 107.4%, surplus eroding

7. Customer Erosion:

- Manufacturing: Retention declining, quality issues
- Insurance: Retention 72%, NPS -18

8. Competitive Disadvantage:

- Manufacturing: Can't match premium or value competitors
- Insurance: Can't match traditional (State Farm) or digital (Lemonade)

The Valorys Framework Addresses All of This:

Valorys Pillar 1: STRATEGIC ALIGNMENT

- Define clear value proposition (who are we for?)
- Align all activities around delivering that value
- Stop trying to be everything to everyone

- Make strategic choices and commit

Valorys Pillar 2: ORGANIZATIONAL DESIGN

- Break down silos, create cross-functional value streams
- Empower teams closest to customers
- Reduce layers, increase decision speed
- Align incentives around customer outcomes

Valorys Pillar 3: TECHNOLOGY ENABLEMENT

- Modernize core platforms (digital transformation done right)
- Integrate systems for seamless flow
- Enable real-time, data-driven decision making
- Build for customer experience, not internal convenience

Valorys Pillar 4: PEOPLE & CULTURE

- Rebuild trust and psychological safety
- Invest in capability development
- Empower employees to solve problems
- Create ownership and accountability
- Restore sense of purpose beyond profit

Valorys Pillar 5: OPERATIONAL EXCELLENCE

- Eliminate waste systematically (Lean principles)
- Optimize flow, not local efficiency
- Build quality in (prevention vs. inspection)
- Continuous improvement as cultural norm

Valorys Pillar 6: GOVERNANCE & LEADERSHIP

- Long-term value creation vs. short-term extraction
- Board that understands the business
- Leadership stability and strategic patience

- Balanced stakeholder interests (not just PE returns)
-

TORVIN TRANSFORMATION ROADMAP (VALORYS-BASED)

Phase 1: STABILIZE & STOP THE BLEEDING (0-12 months) - \$42M

Objective: Prevent collapse, restore basic functionality, build credibility

1. Financial Stabilization:

- Negotiate debt covenant relief: (Legal/banking fees)
- Divest non-core assets: Raise cash
- Expense stabilization: Stop cutting muscle, only cut fat
- **Investment:** \$2.4M (advisory, restructuring)

2. Technology Emergency Repairs:

- Stabilize legacy systems: Patching, redundancy
- Implement MFA and basic cybersecurity: \$3.2M
- Fix agent portal usability: Quick wins, \$1.8M
- Mobile app overhaul: \$2.4M
- **Investment:** \$7.4M

3. Claims Process Improvement:

- Hire back critical claims staff: 40 FTEs, \$3.2M
- Implement workflow automation: \$1.4M
- Deploy photo estimation tool: \$840K
- Reduce settlement time: 47 days → 35 days target
- **Investment:** \$5.44M

4. Agent Relationship Repair:

- Commission restoration (partial): +2%, \$8.4M annual
- Technology improvements: (included above)
- Agent advisory council: Engage top 100 agents

- Transparency and communication: Monthly updates
- **Investment:** \$8.4M annually

5. Customer Experience Quick Wins:

- Fix billing error processes: \$680K
- Improve call center (hire 20 reps, training): \$1.6M
- Self-service enhancements: \$1.2M
- Communication improvements: \$420K
- **Investment:** \$3.9M

6. Regulatory Compliance:

- Address IL market conduct findings: \$2.8M
- Strengthen reserves (if needed): Variable
- Compliance team expansion: 4 FTEs, \$520K
- **Investment:** \$3.3M+

7. Organization & Culture:

- Fill vacant C-suite roles (CUO, CCO): \$800K recruiting + comp
- Leadership alignment program: \$340K
- Employee communication and engagement: \$280K
- Stop toxic behaviors (accountability): Leadership action
- **Investment:** \$1.42M

Phase 1 Total: ~\$42M (mix of one-time and annual expenses)

Phase 1 Expected Outcomes:

- Systems stabilized (uptime 96%+)
- Claims time 35 days (improvement)
- Agent satisfaction 6.5/10 (small improvement)
- Customer NPS -8 (improvement from -18)
- Combined ratio 106% (small improvement)

- Credibility with regulators, agents, customers restored
 - **Bleeding slowed, but not stopped—company still losing money**
-

Phase 2: TRANSFORM CORE (12-36 months) - \$128M

Objective: Replace legacy systems, transform customer experience, return to profitability

1. Policy Administration Replacement (Phased):

- Vendor selection (learn from Phoenix failure): \$2.4M
- Guidewire Cloud or Duck Creek implementation: \$62M
- Start with personal auto (largest line)
- Phased rollout: First state pilot (months 12-18), expand (months 18-30)
- Complete in 30 months
- **Investment:** \$64.4M

2. Digital Experience Transformation:

- Website rebuild (mobile-first): \$3.2M
- Mobile app (native iOS/Android): \$4.8M
- Self-service portal: \$2.8M
- Chatbot / AI assistance: \$1.4M
- E-signature integration: \$840K
- **Investment:** \$13.04M

3. Data & Analytics Platform:

- Cloud data warehouse (Snowflake): \$4.2M
- Analytics tools and BI: \$2.1M
- Predictive modeling platform: \$3.8M
- Data science team (hire 8 FTEs): \$1.6M/year
- **Investment:** \$11.7M (first year)

4. Integration Architecture:

- API gateway and management: \$2.2M
- Integration platform (MuleSoft): \$3.4M
- Legacy system connectors: \$2.8M
- Real-time data flows: Implementation included
- **Investment:** \$8.4M

5. Claims System Upgrade:

- Guidewire ClaimCenter 11.x (modern): \$22M
- Mobile claims, AI triage, photo estimation
- Workflow automation
- 18-month implementation
- **Investment:** \$22M

6. Underwriting & Rating Modernization:

- New rating engine: \$4.8M
- Predictive underwriting models: \$3.2M
- Third-party data integration: \$1.8M
- Real-time decisioning: \$2.4M
- **Investment:** \$12.2M

7. Organizational Transformation:

- Restructure around value streams: \$1.2M (consulting)
- Talent acquisition (critical roles): \$2.8M
- Leadership development: \$1.4M
- Change management: \$3.2M
- Culture transformation: \$1.8M
- **Investment:** \$10.4M

Phase 2 Total: \$142M

Phase 2 Expected Outcomes (by month 36):

- Modern policy admin system live (personal auto)
 - Digital experience competitive
 - Claims settlement time: 24 days (industry-leading)
 - Quote time: 2 minutes (10x faster)
 - Agent satisfaction: 7.5/10
 - Customer NPS: +18
 - Self-service rate: 55%
 - Retention rate: 82%
 - Combined ratio: 99-100% (approaching profitability)
 - **Transformation complete for personal auto, blueprint for other lines**
-

Phase 3: COMPETITIVE ADVANTAGE (36-60 months) - \$58M

Objective: Product innovation, market leadership, sustained profitability

1. Usage-Based Insurance (Telematics):

- Platform implementation: \$8.4M
- Device partnerships: \$2.1M
- Actuarial and product development: \$1.8M
- Launch and scale
- **Investment:** \$12.3M

2. Advanced Analytics & AI:

- Fraud detection (save \$12M/year): \$4.2M
- Dynamic pricing optimization: \$3.8M
- Churn prediction and prevention: \$2.4M
- Customer lifetime value modeling: \$1.6M
- **Investment:** \$12M

3. Product Line Expansion:

- Extend new platform to homeowners: \$18M
- Extend to commercial lines: \$14M
- Cross-sell capabilities: \$2.8M
- **Investment:** \$34.8M

4. Ecosystem & Partnerships:

- InsurTech partnerships: \$2.4M
- Smart home integrations (IoT): \$1.8M
- Automotive partnerships: \$1.2M
- Distribution expansion: \$2.6M
- **Investment:** \$8M

5. Continuous Improvement:

- Innovation lab: \$1.4M
- Agile product development: \$840K
- Customer feedback loops: \$680K
- Market research: \$420K
- **Investment:** \$3.34M

Phase 3 Total: \$70.4M

Phase 3 Expected Outcomes (by month 60):

- Full product suite on modern platform
- Usage-based insurance capturing 15% of auto
- Agent satisfaction: 8.2/10
- Customer NPS: +38
- Retention rate: 88%
- New business growth: +12% annually
- Combined ratio: 94-96% (consistently profitable)
- Market share stabilized, beginning to grow

- **Competitive advantage established**

TOTAL TORVIN TRANSFORMATION INVESTMENT (5 YEARS)

| Phase | Timeline | Investment | Key Outcomes |
|--------------------|----------------|---------------|---|
| Phase 1: Stabilize | 0-12 months | \$42M | Stop bleeding, restore basics |
| Phase 2: Transform | 12-36 months | \$142M | Modern systems, competitive experience |
| Phase 3: Advantage | 36-60 months | \$70M | Innovation, market leadership |
| TOTAL | 5 years | \$254M | Sustainable, profitable, growing |

EXPECTED RETURNS (5-YEAR CUMULATIVE)

Revenue Impact:

- Retention improvement: +16 points (72% → 88%)
 - **Value:** \$180M in retained premium
- New business growth: From improved experience and products
 - **Value:** \$140M in new premium
- **Total Premium Growth:** +\$320M over 5 years

Profitability Impact:

- Expense ratio improvement: 5 points (28.1% → 23.1%)
 - **Value:** \$94M (by year 5 annual run rate)
- Loss ratio improvement: 8 points (82.4% → 74.4%)
 - Through better risk selection, fraud detection, telematics
 - **Value:** \$150M (by year 5 annual run rate)
- **Combined Ratio:** From 110.5% to 95-97%
- **Underwriting Profit:** From -\$89M to +\$60-80M annually (personal auto alone)

Strategic Value:

- Competitive viability restored
- Regulatory confidence rebuilt
- Agent partnerships strengthened
- Customer satisfaction transformed
- Employee engagement recovered
- **Enterprise value:** From distressed asset to attractive acquisition target or standalone entity

Financial ROI:

- 5-year investment: \$254M
- 5-year cumulative benefits: \$520M+ (conservative)
- **Net value creation:** \$266M+
- **ROI:** 105%+
- **Payback period:** 38-42 months

WHY TRANSFORMATION WITHOUT VALORYS WILL FAIL

Torvin's history proves the point:

Project Phoenix (2020-2023): \$180M Spent, Zero Value Created

Why Phoenix Failed:

1. **Technology-only focus:** Bought new systems but didn't change organization, culture, or strategy
2. **Big-bang approach:** Tried to do everything at once (failed)
3. **No change management:** Users resisted, weren't prepared
4. **Leadership instability:** 3 CIOs, project leader fired
5. **Financial impatience:** PE firm demanded faster ROI, cut funding mid-project
6. **Vendor finger-pointing:** Torvin vs. Guidewire vs. SI partner, no ownership
7. **Business not engaged:** IT project, not business transformation

What Would Be Different with Valorys:

1. Integrated Approach:

- Not just technology—also strategy, organization, people, culture, governance
- All six pillars addressed simultaneously
- Technology enables business transformation, not technology for technology's sake

2. Phased & Proven:

- Start with personal auto (largest line, highest ROI)
- Prove value quickly (Phase 1 quick wins)
- Build momentum and credibility
- Scale what works

3. Change Management Central:

- Executive alignment first (30-60 days)
- Communication and engagement throughout
- Training and development
- Celebrate wins, learn from setbacks

4. Business-Led, IT-Enabled:

- Chief Underwriting Officer and Chief Claims Officer lead (once hired)
- IT partners, doesn't dictate
- User experience drives design
- Outcome focus, not technology focus

5. Strategic Patience:

- Clear 5-year roadmap
- Realistic expectations (not overpromise)
- Measured progress (Phase 1 → 2 → 3)
- Long-term value creation mindset

6. Organizational Readiness:

- Leadership stability (hire and retain key roles)

- Culture transformation (trust, empowerment, accountability)
- Talent development (skills for new systems)
- Incentive alignment (reward transformation success)

7. Governance Aligned:

- Board understands insurance operations
 - Long-term investment horizon (not quarterly fire drills)
 - PE firm accepts realistic timeline
 - Balanced stakeholder interests
-

THE CHOICE TORVIN FACES

Option A: Status Quo (Gradual Collapse)

- Continue with legacy systems until they break completely
- Cost-cutting continues, talent leaves, customers defect
- Combined ratio 110-115% (losing \$150M+ annually)
- Regulatory intervention likely (RBC action, receivership)
- PE firm forced to sell for cents on dollar or write off
- **Timeline:** 18-36 months to insolvency or forced liquidation
- **Outcome:** Company ceases to exist, policyholders moved to guaranty fund, employees lose jobs, Harrington family legacy destroyed

Option B: Piecemeal Improvements (Slow Death)

- Fix agent portal, improve claims a bit, reduce expenses more
- Might slow decline but cannot reverse it
- Technology constraints prevent meaningful improvement
- Combined ratio 105-108% (still losing money)
- Eventually same outcome as Option A, just slower
- **Timeline:** 3-5 years to distressed sale or failure

- **Outcome:** Company sold in distressed sale for fraction of value, likely merged and name disappears

Option C: Valorys Transformation (Survival & Revival)

- Comprehensive 5-year transformation across all dimensions
- Investment of \$254M (requires convincing PE firm + potential refinancing)
- Phased approach with clear milestones
- Phase 1 (12 months): Stabilize
- Phase 2 (24 months): Transform core
- Phase 3 (24 months): Competitive advantage
- Combined ratio improves: 110% → 106% → 100% → 96%
- **Timeline:** 36 months to profitability, 60 months to market leadership
- **Outcome:** Sustainable, profitable company worth \$1.2B+ (vs. current distressed value ~\$400M)

CONCLUSION: THE ESSENTIAL CASE FOR TRANSFORMATION

Torvin Insurance Group's value stream map—with its **0.023% process cycle efficiency**—is not merely a description of operational inefficiency. It is a **diagnostic X-ray revealing terminal illness**.

The company suffers from:

- **Legacy systems from 2002** that cannot support modern insurance
- **Disconnected processes** that frustrate customers and agents
- **Death spiral economics** where poor experience drives high churn drives high acquisition cost drives adverse selection drives high loss ratios drives underwriting losses drives cost cutting drives worse experience
- **Cultural collapse** from family values to survival mode
- **Talent exodus** of the people who could fix it
- **Financial deterioration** with surplus eroding and debt crushing
- **Regulatory scrutiny** intensifying

This cannot be fixed with incremental improvements. The constraint isn't one system or process—it's the entire institutional architecture.

The Valorys framework offers the only viable path because it addresses:

- **Strategy:** Define clear value proposition, make strategic choices
- **Organization:** Break silos, empower value streams, align incentives
- **Technology:** Modern platform enabling digital experience
- **People:** Rebuild trust, develop capability, restore purpose
- **Operations:** Eliminate waste, optimize flow, build quality in
- **Governance:** Long-term value creation, patient capital, balanced stakeholders

Insurance is not manufacturing. But the principles are universal.

Whether you're making composite decking or insurance policies, **organizational DNA** determines outcomes. When that DNA is corrupted by:

- Misaligned strategy
- Dysfunctional structure
- Obsolete technology
- Depleted people
- Broken processes
- Extraction-focused governance

...the result is **institutional failure.**

Valorys is not about tweaking. It's about re-splicing the DNA of an organization to create the capability for sustained value creation.

For Torvin, the question is not whether transformation is needed. The value stream map proves it is **essential for survival.**

The question is whether leadership, governance, and capital structure will permit the transformation required—or whether the company will join the long list of once-proud insurers that failed to adapt to a changing world.

The clock is ticking. The surplus is eroding. The customers are leaving. The constraint is choking the business.

Transform or die. There is no third option.

This completes the comprehensive Torvin Insurance Group case study with detailed value stream mapping and Valorys transformation framework application. The fictional company now serves as a complete, realistic mid-sized insurer facing the existential challenges of today's industry: legacy technology, digital disruption, private equity pressure, regulatory complexity, and competitive dynamics.

Retry

C

provide a summary and strategic recommendations for the Valorys transformation framework applied to Torvin Insurance Group

Architected comprehensive transformation strategy synthesizing framework with organizational challenges.

The user wants a summary and strategic recommendations for applying the Valorys transformation framework to Torvin Insurance Group. This should be an executive-level summary that synthesizes all the analysis into actionable recommendations.

I should structure this as:

1. Executive Summary (situation assessment)
2. Strategic Context (why transformation is necessary)
3. Valorys Framework Application (how it addresses Torvin's specific challenges)
4. Strategic Recommendations (prioritized actions)
5. Implementation Roadmap (sequencing and governance)
6. Critical Success Factors
7. Risk Assessment and Mitigation
8. Expected Outcomes
9. Conclusion

This should be written at the level Colin would need for his business book - sophisticated, practical, evidence-based, and compelling. It should demonstrate how Valorys is uniquely suited to address Torvin's crisis.

VALORYS TRANSFORMATION FRAMEWORK

Strategic Application to Torvin Insurance Group

Executive Summary & Strategic Recommendations

EXECUTIVE SUMMARY

Current State Assessment

Torvin Insurance Group, a 35-year-old mid-sized property and casualty insurer with \$1.87B in direct written premium, faces existential crisis. Following a 2020 private equity acquisition, the company exhibits all indicators of institutional failure:

Financial Deterioration:

- Combined ratio: 107.4% (losing \$137M annually on underwriting)
- Surplus declined 64% in five years (\$1,269M → \$453M)
- RBC ratio: 287% (approaching regulatory intervention threshold)
- Debt burden increased 245% post-acquisition
- Credit rating downgraded: A- → BBB+

Operational Collapse:

- Process cycle efficiency: 0.023% (99.977% waste)
- Policy administration systems: 22 years old, vendor-unsupported
- Claims settlement time: 47 days (vs. 28-day industry average)
- Customer retention: 72% (vs. 85% industry benchmark)
- Agent satisfaction: 5.8/10 (declining rapidly)
- System uptime: 91.4% (vs. 99.5% target)

Market Position Erosion:

- Customer NPS: -18 (industry average: +32)
- Market share declining 28% since 2019
- Quote abandonment: 78% (due to 12-minute quote process)
- Agent partners reducing Torvin business by 42%

- Brand awareness: 18% (competitors: 60-80%)

Organizational Dysfunction:

- Voluntary turnover: 26% annually (industry: 18%)
- Two C-suite vacancies (Chief Underwriting Officer, Chief Claims Officer)
- Employee engagement: 5.2/10 (down from 8.1 in 2019)
- \$180M digital transformation failed (Project Phoenix, 2020-2023)
- Union organizing underway (claims department)

Regulatory & Legal Risk:

- Four active state examinations
- Market conduct citation (\$127K fine, Illinois)
- Reserve adequacy questions (Iowa regulator)
- Whistleblower lawsuit (former actuary alleging reserve manipulation)
- Bad faith class action (\$18M-\$38M exposure)

Root Cause Diagnosis

Torvin's crisis stems not from execution failure but from **systemic institutional obsolescence** across six dimensions:

1. **Strategic Confusion:** Stuck between traditional agent-based and digital-direct models, between premium service and low-cost positioning
2. **Organizational Fragmentation:** Functional silos with disconnected IT, underwriting, claims, and billing
3. **Technology Bankruptcy:** Legacy systems from 2002-2009 preventing digital competition
4. **Cultural Collapse:** From family-oriented values to cost-cutting survival mode under PE ownership
5. **Operational Waste:** 99.977% of customer lifecycle spent waiting, with manual handoffs creating delays and errors
6. **Governance Misalignment:** PE board focused on 18-24 month exit vs. 5-year transformation needs

The Choice

Without intervention: 18-36 months to regulatory receivership or forced liquidation

With Valorys transformation: 36-month path to profitability, 60-month path to competitive leadership

Investment required: \$254M over five years

Expected return: \$520M+ cumulative benefit, 105% ROI, enterprise value increase from \$400M (distressed) to \$1.2B+

STRATEGIC CONTEXT: WHY TRANSFORMATION IS IMPERATIVE

The Death Spiral Dynamic

Torvin is trapped in a self-reinforcing cycle of decline:

Poor Technology (22-year-old systems)

↓

Bad Customer Experience (12-min quotes, 78% abandonment)

↓

Low Retention (72% vs. 85% industry)

↓

High Customer Acquisition Cost (\$347 vs. \$180 industry)

↓

Adverse Selection (price shoppers = high risk)

↓

High Loss Ratio (82.4% vs. 65-70% target)

↓

Underwriting Losses (\$137M annually)

↓

Financial Pressure (surplus eroding)

↓

Cost Cutting (technology, training, staff)



Technology Deteriorates Further



[CYCLE ACCELERATES]

This dynamic cannot be broken with incremental improvements. Cost-cutting accelerates decline. Band-aid technology fixes fail against 22-year-old core systems. Pricing increases drive more customer defection.

The Constraint

Theory of Constraints analysis identifies the **legacy policy administration system (InsurancePlus v4.2)** as the primary bottleneck:

- Built 2002, vendor support ended 2019
- Cannot support digital self-service
- Cannot enable telematics or usage-based insurance
- Batch processing only (no real-time capabilities)
- Integration limitations force manual work throughout value stream
- 12-minute quote generation (competitors: 90 seconds)

This single constraint limits throughput across the entire value chain and makes competitive parity impossible.

The Failed Transformation

Torvin already attempted technology modernization:

Project Phoenix (2020-2023):

- Investment: \$180M
- Objective: Replace legacy systems with Guidewire Cloud
- Result: Complete failure, zero systems converted
- **Why it failed:**
 - Technology-only focus (ignored organization, culture, strategy)

- Big-bang approach (tried to do everything simultaneously)
- Leadership instability (3 CIOs in 4 years)
- No change management (user resistance)
- PE financial impatience (demanded faster ROI, cut funding mid-project)
- Vendor conflicts (blame-shifting vs. collaboration)

This failure proves that technology replacement alone is insufficient. Successful transformation requires integrated intervention across strategy, organization, people, culture, operations, and governance—precisely what the Valorys framework provides.

The Window

Time is the critical constraint. Current trajectories predict:

2025: Combined ratio 108-110%, surplus \$380-420M, RBC ratio 240-260% **2026:** Combined ratio 110-113%, surplus \$280-340M, RBC ratio 190-210% (Regulatory Action Level) **2027:** Receivership or forced liquidation likely

The transformation must begin immediately. Regulatory intervention within 24-36 months will eliminate strategic options and force distressed liquidation.

VALORYS FRAMEWORK APPLICATION

The Valorys framework addresses Torvin's crisis through six integrated pillars, each targeting specific institutional failures:

PILLAR 1: STRATEGIC ALIGNMENT

Current Problem:

- Stuck between agent-based and direct distribution
- Between traditional underwriting and algorithmic pricing
- Between community insurer and national competitor
- No clear value proposition or target customer

Valorys Solution:

1. Define Core Strategic Identity:

Recommended Positioning: "Technology-Enabled Agency Partners"

- **Primary channel:** Independent agents (77.9% of premium)
- **Value proposition:** Best-in-class agent technology + customer self-service
- **Target customer:** Preferred and standard risks (not high-risk)
- **Geographic focus:** Core Midwest/Plains states (strong agent relationships)
- **Product strategy:** Personal and small commercial, exit cyber (189% CR)

Rationale:

- Leverages existing strength (3,200 agent relationships)
- Differentiates from Geico/Progressive (agent-less) and State Farm (captive)
- Technology investment enables both agent efficiency and customer experience
- Defensible niche vs. trying to compete everywhere

2. Strategic Objectives (5-year):

| Objective | Current | Target | Strategic Rationale |
|--------------------|------------------|-----------------------|----------------------------|
| Combined Ratio | 107.4% | 94-96% | Return to profitability |
| Market Share | 1.3% (declining) | 1.6% (stable/growing) | Stabilize, then grow |
| Retention Rate | 72% | 88% | Reduce death spiral |
| Agent Satisfaction | 5.8/10 | 8.5/10 | Channel alignment |
| Customer NPS | -18 | +35 | Experience transformation |
| ROE | -15.9% | 12-14% | Shareholder value |

3. Strategic Initiatives:

Exit Non-Core:

- Cyber insurance (189% CR, no expertise): Exit immediately, save \$20M annually
- Weakest geographic markets (Colorado 115% CR, Texas 113% CR): Selective withdrawal
- Unprofitable small accounts: Re-underwrite or non-renew

Invest in Core:

- Agent technology platform: \$18M
- Personal auto modernization: \$64M
- Homeowners transformation: \$28M
- Small commercial growth: \$12M

4. Portfolio Rebalancing:

| Action | Premium Impact | Profitability Impact |
|-----------------------------|----------------|---------------------------|
| Exit cyber | -\$22M | +\$20M (eliminate losses) |
| Non-renew worst 10% of book | -\$187M | +\$34M (loss ratio 140%+) |
| Rate increases (targeted) | +\$89M | +\$27M |
| Improved retention | +\$142M | +\$48M |
| New business (agents) | +\$67M | +\$18M |
| Net | +\$89M | +\$147M |

Combined ratio improvement from portfolio actions: 8-9 points

PILLAR 2: ORGANIZATIONAL DESIGN

Current Problem:

- Functional silos (IT, underwriting, claims, billing operate independently)
- Decisions require 4-9 months (Board approval cycles)
- No customer-centric ownership
- Information doesn't flow (systems disconnected, manual handoffs)
- Accountability diffused

Valorys Solution:

1. Value Stream Organization:

Reorganize from functional silos to **customer value streams**:

VALUE STREAM 1: Personal Lines (Auto + Home)

- **Value Stream Owner:** Senior Vice President level
- **Integrated team:** Underwriting, pricing, claims, service, technology
- **P&L accountability:** Combined ratio, customer satisfaction, retention
- **Empowerment:** Decision authority up to \$2M without Board approval
- **Metrics:** End-to-end (quote-to-renewal cycle time, NPS, retention, CR)

VALUE STREAM 2: Commercial Lines (Small Business)

- **Value Stream Owner:** SVP level
- **Structure:** Same integrated model
- **Focus:** Restaurants, contractors, professional services

VALUE STREAM 3: Agent Experience

- **Value Stream Owner:** Chief Distribution Officer
- **Integrated team:** Agent support, technology, training, marketing
- **Metrics:** Agent satisfaction, quote submission rate, retention of top agents

ENABLING FUNCTIONS (Shared Services):

- Finance & Actuarial
- Legal & Compliance
- Human Resources
- IT Infrastructure
- Marketing (brand, research)

2. Decision Rights Realignment:

| Decision Type | Current Authority | Future Authority | Cycle Time Improvement |
|----------------------------|--------------------|------------------------------------|------------------------|
| Product changes | Board (4-9 months) | Value Stream Owner (1-2 weeks) | 90%+ |
| Rate changes (within band) | Board + regulators | Value Stream Owner + Chief Actuary | 75% |

| Decision Type | Current Authority | Future Authority | Cycle Time Improvement |
|-------------------------|---------------------------|--------------------------------|-------------------------------|
| Technology <\$1M | CFO approval (6-12 weeks) | Value Stream Owner (1 week) | 85% |
| Underwriting guidelines | CUO (vacant) + actuarial | Value Stream teams (real-time) | 95% |
| Marketing campaigns | CMO (eliminated) | Value Stream Owner | 80% |

3. Span of Control Optimization:

Current: CEO → 8 direct reports (2 vacant) → 147 managers → 2,340 employees

Future: CEO → 5 direct reports → Value Stream Owners → Cross-functional teams

Reduction of layers: 5 → 4 (eliminate one management layer, faster decisions)

4. Leadership Appointments (Critical First 90 Days):

Immediate Hires:

- **Chief Transformation Officer** (Valorys implementation lead): External, transformation experience
- **Chief Underwriting Officer** (Personal Lines Value Stream Owner): Internal promotion or external
- **Chief Claims Officer** (Claims excellence across value streams): External, digital claims experience

Restructure:

- **CIO reports to CEO** (not CFO): Technology is strategic, not back-office
- **Chief Distribution Officer** owns Agent Experience value stream
- **CFO** focuses on finance, actuarial, capital management (not technology)

PILLAR 3: TECHNOLOGY ENABLEMENT

Current Problem:

- Core systems 15-22 years old, vendor-unsupported

- No integration (manual handoffs, batch processing)
- Cannot support digital experience
- Cannot enable data-driven decisions
- \$180M failed transformation (Project Phoenix)

Valorys Solution:

1. Technology Strategy:

Principle: "Minimum viable transformation, maximum business value"

- Not "rip and replace everything"
- Not "big bang" (proven failure)
- **Phased replacement:** Start where ROI is highest (personal auto)
- **Prove value quickly:** 6-12 month wins before next phase
- **Business-led, IT-enabled:** Value Stream Owners drive requirements

2. Three-Phase Technology Roadmap:

PHASE 1: Stabilize & Quick Wins (Months 0-12) - \$28M

Objective: Stop technology-driven customer/agent pain, build credibility

| Initiative | Investment | Outcome | Timeline |
|------------------------------|------------|------------------------------|-------------|
| Agent portal usability fixes | \$1.8M | Quote time: 12 min → 6 min | Months 1-4 |
| Mobile app rebuild | \$2.4M | App rating: 2.1 → 4.2 | Months 2-6 |
| Customer self-service portal | \$2.4M | Self-service rate: 14% → 35% | Months 3-8 |
| Claims photo estimation | \$840K | Remote damage assessment | Months 4-9 |
| Cybersecurity hardening | \$3.1M | MFA, patching, monitoring | Months 1-12 |
| Legacy system stabilization | \$6.2M | Uptime: 91% → 96% | Months 1-6 |
| Data quality initiative | \$2.2M | Accuracy: 55% → 75% | Months 3-12 |
| Data warehouse refresh | \$3.1M | Real-time dashboards | Months 6-12 |

Phase 1 Expected Impact:

- Agent satisfaction: 5.8 → 6.5
- Customer NPS: -18 → -8
- Quote abandonment: 78% → 65%
- Self-service: 14% → 35%
- Claims time: 47 → 38 days

PHASE 2: Transform Core (Months 12-36) - \$128M

Objective: Replace legacy policy admin, enable competitive parity

Personal Auto Policy Admin Replacement:

- **Platform:** Guidewire Cloud or Duck Creek (vendor selection months 1-3)
- **Approach:** Pilot single state (Iowa, home market) → Expand regionally → Complete rollout
- **Timeline:**
 - Months 12-18: Vendor selection, design, Iowa pilot
 - Months 18-24: Iowa live, begin regional expansion
 - Months 24-30: 50% of states live
 - Months 30-36: 100% of states live
- **Investment:** \$64.4M
- **Business case:**
 - Quote time: 6 min → 90 sec
 - Auto-approval: 82% → 92%
 - Straight-through processing: 15% → 75%
 - Expense ratio improvement: 3-4 points

Claims System Modernization:

- **Platform:** Guidewire ClaimCenter 11.x
- **Capabilities:** Mobile claims, AI triage, fraud detection, workflow automation
- **Timeline:** Months 18-30 (parallel to policy admin)

- **Investment:** \$22M
- **Business case:**
 - Claims time: 38 → 24 days
 - Adjuster productivity: +35%
 - Fraud detection: Save \$12M annually
 - Loss ratio improvement: 2-3 points

Digital Experience Platform:

- **Components:** Responsive website, native mobile apps, customer portal, agent portal
- **Timeline:** Months 12-24
- **Investment:** \$13M
- **Business case:**
 - Quote abandonment: 65% → 35%
 - Self-service: 35% → 60%
 - Customer NPS: -8 → +12

Data & Analytics Infrastructure:

- **Platform:** Snowflake data warehouse, Tableau/Power BI analytics
- **Capabilities:** Predictive modeling, real-time dashboards, customer 360
- **Timeline:** Months 12-30
- **Investment:** \$11.7M
- **Business case:**
 - Data-driven underwriting (loss ratio -2 points)
 - Churn prediction (retention +3 points)
 - Pricing optimization (+\$18M annually)

Integration Architecture:

- **Platform:** MuleSoft or similar iPaaS

- **Objective:** Connect policy admin, claims, billing, data warehouse in real-time
- **Investment:** \$8.4M

Phase 2 Expected Impact (by Month 36):

- Agent satisfaction: 6.5 → 7.8
- Customer NPS: -8 → +18
- Retention: 72% → 82%
- Quote time: 6 min → 90 sec
- Claims time: 38 → 24 days
- Combined ratio: 107.4% → 99-100%

PHASE 3: Competitive Advantage (Months 36-60) - \$58M

Objective: Product innovation, market differentiation

Usage-Based Insurance (Telematics):

- **Platform:** Partner with Octo, Cambridge Mobile Telematics, or similar
- **Product:** Snapshot-style program for safe drivers
- **Investment:** \$12.3M
- **Business case:**
 - Capture 15% of auto book in telematics
 - Loss ratio: 8-10 points better (safer drivers)
 - Customer acquisition tool (younger demographic)

Advanced Analytics & AI:

- **Fraud detection:** ML models to identify suspicious claims (save \$12M annually)
- **Dynamic pricing:** Real-time rate optimization
- **Churn prediction:** Proactive retention campaigns
- **Investment:** \$12M

Platform Extension:

- **Homeowners:** Extend new platform to home insurance

- **Commercial lines:** Modernize small business
- **Investment:** \$32.8M

Phase 3 Expected Impact (by Month 60):

- Agent satisfaction: 7.8 → 8.4
- Customer NPS: +18 → +35
- Retention: 82% → 88%
- New business growth: +12% annually
- Combined ratio: 99-100% → 94-96%

3. Technology Governance:

Avoid Phoenix Failure Patterns:

- **Steering Committee:** CEO + Value Stream Owners + CIO (monthly)
- **Business-led:** Value Stream Owners define requirements, approve designs
- **Agile delivery:** 2-week sprints, working software every 6 weeks
- **Change champions:** 50 power users from business (not just IT)
- **Vendor partnership:** Collaborative relationship, shared risk/reward
- **Realistic timeline:** No acceleration pressure from PE firm
- **Funding commitment:** \$254M approved upfront, not subject to quarterly cuts

PILLAR 4: PEOPLE & CULTURE TRANSFORMATION

Current Problem:

- Culture destroyed by PE cost-cutting
- Employee engagement: 5.2/10 (down from 8.1)
- Voluntary turnover: 26% (industry: 18%)
- Key talent departed (CUO, CCO, 14 senior underwriters)
- Skills gap (data science, digital, modern insurance)
- Union organizing (claims department)

- **Morale:** Toxic ("Company doesn't care," "We're just numbers")

Valorys Solution:

1. Cultural Vision:

From: Cost-cutting survival mode, fear-based, short-term extraction

To: Customer-focused innovation, trust-based, long-term value creation

New Cultural Pillars:

1. **Customer Obsession:** Every decision evaluated on customer/agent impact
2. **Empowered Accountability:** Teams have authority and ownership
3. **Continuous Improvement:** Problems are learning opportunities
4. **One Team:** Cross-functional collaboration vs. silos
5. **Sustainable Performance:** Profitability with purpose, not at any cost

2. Leadership Transformation (First 180 Days):

Executive Alignment Sessions (Days 1-30):

- **Facilitator:** External (Valorys expert)
- **Participants:** CEO, Board representatives, all C-suite
- **Objectives:**
 - Acknowledge current reality (crisis, not "challenges")
 - Align on 5-year vision and strategy
 - Commit to Valorys principles
 - Define leadership behaviors (what we stop, start, continue)
 - Establish trust and psychological safety

Leadership Communication Plan:

- **Town halls:** CEO monthly all-hands (transparent, Q&A)
- **Value stream updates:** Weekly emails from VS owners
- **Skip-level meetings:** Executives meet frontline employees (listening)
- **"State of Transformation" quarterly:** Honest progress reports

Leadership Development:

- **Value Stream Owner training:** 40-hour curriculum on Lean, customer journey mapping, change leadership
- **Manager training:** Leading through transformation (12-hour program, all 147 managers)
- **Executive coaching:** 1:1 coaching for C-suite and VS owners

3. Workforce Stabilization:

Immediate Actions (Months 0-6):

Stop the Bleeding:

- **Compensation adjustment:** Bring salaries to market (10-12% increases for critical roles)
 - Cost: \$8.4M annually
 - ROI: Retention improvement saves \$12M+ in recruiting and lost productivity
- **Restore 401(k) match:** 3% → 5%
 - Cost: \$4.2M annually
 - Signal: We're investing in people again
- **Bonus restoration:** Merit bonuses for high performers
 - Cost: \$3.8M annually
 - Impact: Recognition and motivation

Retention of Critical Talent:

- **Retention bonuses:** Top 50 critical employees (actuaries, senior underwriters, IT architects)
 - Structure: 50% at month 12, 50% at month 24
 - Cost: \$2.4M
 - Insurance: Cannot afford to lose more key people mid-transformation

Hiring for Gaps:

- **Immediate needs:**

- CUO, CCO, Chief Transformation Officer (C-suite): \$2.8M comp + recruiting fees
- 8 data scientists: \$1.6M annually
- 40 claims staff (backlog): \$3.2M annually
- 12 IT (transformation team): \$1.8M annually
- **Total hiring investment:** \$9.4M first year

4. Capability Development:

Training Investment (Dramatically Increased):

- **Current:** \$287 per employee annually
- **Target:** \$1,500 per employee annually
- **Total:** \$3.5M annually (vs. \$670K currently)

Focus Areas:

- **Digital skills:** Modern insurance technology, data analytics
- **Customer experience:** Journey mapping, empathy, service excellence
- **Agile ways of working:** Scrum, Kanban, retrospectives
- **Change leadership:** How to lead through uncertainty
- **Technical insurance:** CPCU, designation support (restored)

5. Employee Engagement:

Engagement Plan:

- **Quarterly pulse surveys:** Track sentiment, respond quickly
- **Employee suggestion program:** Ideas implemented = recognition
- **Transformation champions network:** 100 employees across organization, trained in Valorys, facilitate change in their areas
- **Celebrate wins:** Monthly recognition of transformation progress
- **Transparent communication:** No sugarcoating, honest about challenges

6. Union Response Strategy:

Current: Claims department organizing (45% signed cards)

Approach: Address root causes, not just fight union

Actions:

- **Acknowledge legitimate concerns:** Workload, pay, job security are real
- **Meaningful improvements:**
 - Hire 40 claims staff (reduce workload)
 - Adjust compensation (11% increase to market)
 - Commit to no layoffs during transformation (job security)
 - Improve technology (reduce frustration)
- **Transparent communication:** Monthly claims town halls, open dialogue
- **Engage employees in solutions:** Claims process improvement teams

Objective: Make union unnecessary by addressing concerns proactively

7. Diversity, Equity & Inclusion:

Current: Minimal DEI efforts, homogeneous leadership (82% white male)

Actions:

- **Diverse hiring:** Require diverse candidate slates for all leadership roles
- **Pay equity analysis:** Conduct and remediate gaps (\$1.2M investment)
- **Inclusive culture training:** All employees, focus on psychological safety
- **Sponsorship program:** Senior leaders sponsor high-potential diverse talent
- **Accountability:** DEI metrics in executive scorecards

8. Performance Management Redesign:

Current: Annual review, 83% rated "meets expectations" (meaningless)

Future: Ongoing feedback, clear expectations, differentiation

New System:

- **OKRs (Objectives & Key Results):** Quarterly goal-setting aligned to value stream objectives
- **Continuous feedback:** Real-time coaching, not once-a-year

- **360-degree input:** Peers, reports, cross-functional partners
- **Forced distribution:** Top 20%, Middle 70%, Bottom 10% (with development plans)
- **Link to rewards:** Top performers get bonuses, development, promotions

Investment: \$1.8M (system, training, facilitation)

PILLAR 5: OPERATIONAL EXCELLENCE

Current Problem:

- Process cycle efficiency: 0.023% (99.977% waste)
- Manual handoffs throughout value stream
- Errors and rework: 8-14% across processes
- No continuous improvement culture
- Quality by inspection (not prevention)

Valorys Solution:

1. Value Stream Mapping & Redesign:

Current State Analysis (Completed):

- Personal auto lifecycle: 365 days, 2 hours value-added time
- Eight wastes identified and quantified (\$43.6M annually)
- Constraint: Legacy policy admin system (identified)

Future State Design (Months 0-6):

- **Facilitated sessions:** Value Stream Owners + cross-functional teams
- **Tools:** Value stream mapping, Kaizen events, A3 problem-solving
- **Objectives:**
 - Quote-to-issue: 7-16 days → <4 hours
 - Claims settlement: 47 days → 21 days
 - Policy changes: 7-12 days → Instant (self-service)
 - Eliminate manual handoffs

- Straight-through processing: 15% → 75%

2. Lean Principles Application:

Flow:

- Eliminate batch processing (nightly → real-time)
- Remove waiting time between steps
- One-piece flow where possible
- Visual management (kanban boards for claims, underwriting queues)

Pull:

- Work triggered by customer demand, not push from upstream
- Capacity planning based on actual demand (not forecasts)

Quality at Source:

- Automated data validation (prevent errors vs. catch them)
- Underwriting decision support (prevent bad risks at quote)
- Claims triage (route to right resource first time)

Continuous Improvement:

- **Kaizen culture:** Every employee empowered to identify and fix problems
- **Gemba walks:** Leaders go to where work happens, observe, listen
- **A3 problem-solving:** Structured approach to root cause analysis
- **Retrospectives:** Every team, every two weeks (what went well, what to improve)

3. Operational Improvement Initiatives:

Personal Auto Underwriting:

- **Current:** 18% referrals, 3-day turnaround, 9% decline rate
- **Target:** 8% referrals, 4-hour turnaround, 4% decline rate
- **How:**
 - Predictive models auto-approve more risks
 - Underwriting guidelines embedded in system

- Real-time credit, loss history, telematics data
- **Impact:** Expense ratio -1.5 points, more new business

Claims Processing:

- **Current:** 47-day settlement, 60% admin time, 3 adjuster changes
- **Target:** 24-day settlement, 40% admin time, 1 adjuster per claim
- **How:**
 - AI triage routes to right adjuster immediately
 - Mobile tools eliminate office work
 - Photo estimation for auto physical damage
 - Workflow automation (status updates, payments, documentation)
 - Vendor network integration
- **Impact:** Expense ratio -1 point, customer satisfaction +3 points NPS

Policy Servicing:

- **Current:** Must call agent or company, 7-12 day fulfillment
- **Target:** Self-service instant changes, 4-hour agent requests
- **How:**
 - Customer portal allows changes (address, vehicle, driver, coverage)
 - Agent portal allows instant endorsements
 - Automated underwriting review
 - Real-time policy update
- **Impact:** Expense ratio -0.5 points, customer satisfaction +2 points NPS

4. Quality Management:

Defect Reduction Targets:

| Process | Current Error Rate | Target | Method |
|----------------|--------------------|--------|--|
| Quote accuracy | 12% | 2% | Automated validation, decision support |

| Process | Current Error Rate | Target | Method |
|-------------------|--------------------|--------|---|
| Data entry | 8% | 1% | System integration (eliminate re-entry) |
| Billing accuracy | 14% | 3% | Reconciliation automation |
| Claims processing | 18% rework | 5% | Triage, workflow, training |
| Policy documents | 6% errors | 1% | Template automation |

Cost of Poor Quality Reduction:

- **Current:** \$27.4M annually (errors, rework, waste)
- **Target:** \$8M annually (70% reduction)
- **Savings:** \$19.4M annually (expense ratio -1 point)

5. Continuous Improvement Infrastructure:

Operational Excellence Team:

- **Leader:** VP Operational Excellence (new role)
- **Team:** 6 Lean Six Sigma Black Belts + 20 Green Belts (trained from organization)
- **Mission:** Facilitate value stream improvements, train employees, measure progress

Improvement Projects (Year 1):

- 30 Kaizen events (5-day intensive improvement workshops)
- 60 A3 projects (structured problem-solving)
- 200 small improvements (employee-driven)

Investment: \$2.4M (team, training, facilitation)

Expected Impact: \$18-22M in operational savings (expense ratio -1 point)

PILLAR 6: GOVERNANCE & LEADERSHIP

Current Problem:

- PE-controlled board (4 of 6 votes)
- Short-term exit focus (18-24 months)

- Limited insurance expertise
- Micromanagement of operations
- Financial engineering vs. value creation
- Harrington family sidelined

Valorys Solution:

1. Board Restructure & Rebalancing:

Immediate Needs:

- **Insurance expertise:** Add 2 independent directors with P&C insurance operating experience
 - Candidates: Retired insurance CEOs, former state insurance commissioners, insurance consultants
 - Compensation: Standard director fees (\$150K-200K annually)
- **Technology expertise:** Add 1 independent director with digital transformation experience
 - Candidate: Former CIO/CTO of insurance or financial services company

Revised Board Composition (9 members):

- PE representatives: 3 (reduced from 4)
- Independent directors: 4 (increased from 0)
- Harrington family: 2 (unchanged)

Why PE should agree:

- Better decisions improve enterprise value (their exit value)
- Risk management expertise protects investment
- Regulatory credibility (state insurance departments prefer qualified boards)
- Reduced fiduciary liability

2. Board Committee Restructuring:

New Committees:

- **Risk Committee:** Independent chair, oversees underwriting, claims, reserves, operational risk
- **Technology Committee:** Oversees digital transformation, cybersecurity
- **Compensation Committee:** Independent, ensures fair compensation (retention)

Existing Committees:

- **Audit Committee:** Continue, strengthen
- **Investment Committee:** Continue

3. Governance Principles:

Strategic vs. Operational:

- **Board focus:** Strategy, risk oversight, CEO evaluation, major capital allocation
- **NOT board focus:** Operational decisions, quarterly firefighting, micromanagement

Long-term Value Creation:

- **Planning horizon:** 5 years (not 18 months)
- **Investment patience:** Allow transformation to mature
- **Balanced stakeholders:** Shareholders, policyholders, employees, regulators, agents

Transparency:

- **Honest reporting:** Don't hide problems from board
- **Early warning systems:** Key risk indicators (RBC ratio, retention, combined ratio, customer NPS)
- **Scenario planning:** Best case, base case, worst case (with triggers for action)

4. PE Firm Alignment:

The Challenge: PE firm wants exit in 18-24 months; transformation takes 36-60 months

The Solution: Negotiated Extension with Conditions

Proposal to Silvercrest Partners:

OPTION A: Patient Capital (Preferred)

- **Hold period extension:** 18 months → 60 months (5 years from now)

- **Why it makes sense:**
 - Current distressed value: \$400M (Silvercrest's 65% = \$260M = 71% loss on \$890M entry)
 - Projected value (month 60): \$1.2B+ (Silvercrest's 65% = \$780M = 12% IRR)
 - Alternative (forced sale now): \$300-400M = write-off
- **Conditions:**
 - \$254M transformation funding committed (potentially new capital from Silvercrest or co-investor)
 - Governance improvements (board restructure)
 - Executive compensation tied to long-term value creation
 - Quarterly progress reviews with clear milestones

OPTION B: Partial Exit / Recapitalization

- **Structure:** Silvercrest sells 30% stake to strategic investor or financial partner who provides patient capital
- **Silvercrest retains:** 35% stake (skin in game, upside participation)
- **New investor:** 30% (patient capital, insurance expertise)
- **Harrington family:** 35% (unchanged)
- **Benefits:**
 - Silvercrest gets partial liquidity now
 - Transformation fully funded
 - New investor brings insurance expertise
 - Alignment on long-term value creation

OPTION C: Distressed Sale (Worst Case)

- Sell company in current state to competitor or PE firm
- Likely price: \$300-400M
- Silvercrest loss: 55-65%
- Harrington family loses control

- Employees lose jobs (acquirer consolidates)
- **This is the outcome if no transformation**

Recommendation: Option A (Patient Capital) maximizes value for all stakeholders

5. Management Incentive Alignment:

Current Problem:

- Executive bonuses tied to impossible short-term targets (not paid 2020-2024)
- No long-term incentives
- Management demoralized

Solution: Long-Term Value Creation Incentives

Executive Compensation Structure:

Base Salary: Market competitive (addressed in Pillar 4)

Annual Incentive (30% of total comp):

- **Metrics:**
 - Combined ratio (40% weight): 107% → 100% → 96% trajectory
 - Customer NPS (20% weight): -18 → +35 trajectory
 - Employee engagement (20% weight): 5.2 → 8.0 trajectory
 - Transformation milestones (20% weight): On-time, on-budget delivery
- **Payout:** 0-200% of target based on performance
- **Rationale:** Balanced scorecard, not just financial

Long-Term Incentive (50% of total comp):

- **Structure:** Phantom equity or equity appreciation rights
- **Vesting:** 4 years (25% per year)
- **Value:** Tied to enterprise value growth
- **Rationale:** Retention + alignment with shareholders + long-term thinking

Transformation Bonus (One-Time):

- **Eligibility:** Top 20 transformation leaders

- **Structure:** Milestone-based (25% at Phase 1 complete, 50% at Phase 2, 25% at Phase 3)
- **Value:** \$50K-\$250K per executive depending on role
- **Rationale:** Extraordinary effort recognition

6. Stakeholder Engagement:

Regulators:

- **Proactive communication:** Quarterly briefings to Iowa Insurance Department (primary regulator)
- **Transformation plan sharing:** Demonstrate path to financial health
- **Reserve transparency:** Independent actuarial review (address concerns)
- **Capital plan:** Show RBC trajectory improvement
- **Objective:** Build confidence, avoid intervention

Agents:

- **Agent advisory council:** Top 50 agents, quarterly meetings with CEO
- **Technology roadmap sharing:** Show commitment to agent tools
- **Commission stability commitment:** No further cuts during transformation
- **Co-investment opportunity:** Agents invest in transformation (alignment)

Employees:

- **Town halls:** Monthly CEO communication
- **Transformation dashboards:** Public progress tracking
- **Job security commitment:** No layoffs due to transformation (attrition only)

Reinsurers:

- **Financial briefings:** Annual meetings with top 5 reinsurance partners
- **Demonstrate improvement:** Combined ratio trajectory, reserve adequacy
- **Maintain relationships:** Critical to capacity and terms

STRATEGIC RECOMMENDATIONS

RECOMMENDATION 1: COMMIT TO FULL VALORYS TRANSFORMATION

Decision: Approve \$254M, 5-year comprehensive transformation across all six pillars

Rationale:

- Piecemeal improvements will fail (proven by Project Phoenix)
- Crisis requires systemic intervention
- ROI positive by year 3, strong by year 5 (\$520M+ cumulative benefit)
- Alternative is receivership or forced liquidation within 24-36 months

First 90 Days Actions:

1. **Board approval** of transformation plan and funding (Month 0)
 2. **Hire Chief Transformation Officer** (Month 0-2)
 3. **Executive alignment sessions** (Month 1)
 4. **Fill C-suite vacancies** (CUO, CCO) (Month 0-3)
 5. **Launch Phase 1 initiatives** (Month 2-3)
 6. **Employee communication launch** (Month 1)
 7. **Agent advisory council formation** (Month 2)
 8. **Regulatory briefings** (Month 2-3)
-

RECOMMENDATION 2: STRATEGIC PORTFOLIO REBALANCING

Decision: Exit cyber, reduce geographic footprint, re-underwrite bottom 10% of book

Actions:

Immediate (Months 0-6):

- **Exit cyber insurance:** Non-renew all policies, return unearned premium
 - Premium reduction: -\$22M
 - Eliminate losses: +\$20M (improves CR by 1 point immediately)
- **Rate increases (targeted):** High-risk segments, unprofitable states
 - Premium increase: +\$89M

- Accept 5-7% non-renewal (unprofitable customers)
- **Underwriting tightening:** Non-renew bottom 10% of book at renewal
 - Premium reduction: -\$187M
 - Eliminate losses: +\$34M (improves CR by 2 points)

Near-term (Months 6-18):

- **Geographic rationalization:** Exit or reduce presence in weakest states (Colorado, Texas)
 - Phase down over 18 months to honor existing policies
 - Notify regulators, agents, policyholders
 - Premium reduction: -\$47M
 - Loss ratio improvement: +\$12M

Expected Impact:

- **Near-term premium:** -\$167M (but removing unprofitable business)
- **Profitability improvement:** +\$66M annually
- **Combined ratio improvement:** 4-5 points
- **Foundation for growth:** Clean, profitable book to build from

RECOMMENDATION 3: ORGANIZATION RESTRUCTURING (VALUE STREAMS)

Decision: Reorganize from functional silos to customer value streams

Actions:

Months 0-3: Design

- Hire consulting support (organizational design): \$340K
- Design future state organization (CEO + C-suite + HR)
- Define value stream boundaries, leadership, metrics
- Identify Value Stream Owners (internal promotions + selective external hires)

Months 3-6: Implementation

- Announce new organization
- Appoint Value Stream Owners
- Transition functional teams to value streams
- Redefine roles and reporting relationships
- Launch with Phase 1 transformation initiatives

Expected Impact:

- Decision speed: 4-9 months → 1-2 weeks (90% faster)
- Cross-functional collaboration: Eliminate silos
- Accountability: Clear P&L ownership
- Customer focus: End-to-end process ownership

Investment: \$2.8M (consulting, change management, training)

RECOMMENDATION 4: TECHNOLOGY PHASED TRANSFORMATION

Decision: Three-phase technology transformation starting with personal auto

Actions:

Phase 1 (Months 0-12): Quick Wins - \$28M

- Agent portal fixes, mobile app, self-service, claims tools
- Stabilize legacy systems
- Data quality and infrastructure
- **Gates:** Agent satisfaction 6.5+, Customer NPS -8 or better, uptime 96%+

Phase 2 (Months 12-36): Core Transformation - \$128M

- Personal auto policy admin replacement (Guidewire/Duck Creek)
- Claims system modernization
- Digital experience platform
- Data and analytics
- **Gates:** Auto platform live, claims time <28 days, retention 80%+, CR 100% or better

Phase 3 (Months 36-60): Innovation - \$58M

- Usage-based insurance
- AI and advanced analytics
- Homeowners and commercial line extension
- **Gates:** UBI launched, CR 96% or better, retention 85%+, NPS +30

Critical Success Factors:

- **Business-led:** Value Stream Owners drive requirements
- **Agile delivery:** Working software every 6 weeks
- **Change management:** 50 change champions, extensive training
- **Vendor partnership:** Collaborative, shared risk/reward
- **Realistic timeline:** No acceleration pressure

Investment: \$214M over 5 years (85% of transformation budget)

RECOMMENDATION 5: PEOPLE & CULTURE REVITALIZATION

Decision: Invest in people as strategic assets, restore trust and engagement

Actions:

Immediate (Months 0-3):

- Compensation adjustments to market: \$8.4M annually
- Retention bonuses for 50 critical employees: \$2.4M
- Restore 401(k) match (3% → 5%): \$4.2M annually
- Fill critical vacancies (CUO, CCO, CTO + 60 FTEs): \$9.4M

Ongoing:

- Training investment: \$287/employee → \$1,500/employee (\$3.5M annually)
- Leadership development: All managers + executives (\$1.4M annually)
- Employee engagement programs: \$680K annually
- DEI initiatives: \$1.2M (pay equity, inclusive culture)

Cultural Transformation:

- Executive alignment (Month 1)
- Monthly town halls (CEO transparency)
- Transformation champion network (100 employees)
- Continuous improvement culture (Kaizen, A3, retrospectives)

Expected Impact:

- Voluntary turnover: 26% → 14%
- Employee engagement: 5.2 → 8.0
- Skills readiness for transformation
- Union organizing defused (address root causes)

Investment: \$40M over 5 years (16% of transformation budget)

RECOMMENDATION 6: GOVERNANCE RESTRUCTURING

Decision: Add independent directors, align PE firm on patient capital

Actions:

Board Restructuring (Months 0-6):

- Add 3 independent directors (insurance expertise, technology expertise)
- Form Risk Committee and Technology Committee
- Rebalance decision rights (strategy vs. operations)
- **Investment:** \$600K-\$900K annually (director compensation)

PE Alignment (Months 0-3):

- Present transformation business case to Silvercrest Partners
- Negotiate hold period extension (18 months → 60 months) OR partial exit/recapitalization
- Secure \$254M funding commitment
- Align incentives (executive comp tied to long-term value)

Stakeholder Engagement:

- Quarterly regulator briefings (proactive transparency)
- Agent advisory council (top 50 agents)
- Employee communication drumbeat
- Reinsurer relationship management

Expected Impact:

- Better strategic decisions
 - Regulatory confidence
 - Long-term investment horizon
 - Stakeholder alignment
-

RECOMMENDATION 7: OPERATIONAL EXCELLENCE PROGRAM

Decision: Launch systematic waste elimination and continuous improvement

Actions:**Operational Excellence Team (Months 0-3):**

- Hire VP Operational Excellence + 6 Black Belts: \$2.4M annually
- Train 20 Green Belts from organization
- Establish improvement infrastructure

Improvement Initiatives (Year 1):

- 30 Kaizen events (underwriting, claims, servicing)
- 60 A3 problem-solving projects
- 200 employee-driven small improvements
- Value stream redesign workshops (all major processes)

Focus Areas:

- Underwriting: Auto-approval rate 82% → 92%
- Claims: Settlement time 47 → 24 days

- Policy servicing: Self-service 14% → 70%
- Quality: Error rates reduced 50-70%

Expected Impact:

- Expense ratio: -3 to 4 points
- Loss ratio: -2 to 3 points (quality, fraud detection)
- Cost savings: \$19-24M annually
- Customer/agent satisfaction improvement

Investment: \$12M over 5 years (5% of transformation budget)

IMPLEMENTATION ROADMAP

PHASE 1: STABILIZE & FOUNDATION (MONTHS 0-12)

Objectives:

- Stop the bleeding (financial, operational, talent)
- Build credibility (with regulators, agents, employees, customers)
- Establish transformation governance and infrastructure
- Deliver quick wins (agent portal, claims improvements, self-service)
- Prove Valorys framework works

Key Milestones:

Month 0-3: Foundation

- ✓ Board approval of transformation plan
- ✓ Hire Chief Transformation Officer
- ✓ Executive alignment sessions complete
- ✓ Fill C-suite vacancies (CUO, CCO)
- ✓ Agent advisory council formed
- ✓ Regulator briefings complete
- ✓ Employee town hall (launch communication)

- ✓ Exit cyber insurance announced

Month 3-6: Quick Wins Launch

- ✓ Agent portal improvements deployed
- ✓ Mobile app rebuilt and launched
- ✓ Customer self-service portal live
- ✓ Compensation adjustments implemented
- ✓ Training investment restored
- ✓ Claims photo estimation deployed
- ✓ Operational excellence team hired
- ✓ First 10 Kaizen events complete

Month 6-9: Momentum Building

- ✓ Technology vendor selection (policy admin) complete
- ✓ Value stream organization designed
- ✓ Data warehouse refresh complete
- ✓ Claims settlement time: 47 → 38 days
- ✓ Agent satisfaction: 5.8 → 6.5
- ✓ Employee engagement: 5.2 → 6.2
- ✓ Voluntary turnover declining

Month 9-12: Phase 1 Complete

- ✓ Agent portal: Quote time 12 min → 6 min
- ✓ Mobile app rating: 2.1 → 4.2 stars
- ✓ Self-service rate: 14% → 35%
- ✓ Customer NPS: -18 → -8
- ✓ Combined ratio: 107.4% → 104-105%
- ✓ System uptime: 91% → 96%
- ✓ Phase 2 detailed plan approved

Phase 1 Investment: \$42M

Phase 1 Expected Outcomes:

- Financial stabilization (still losing money, but less)
 - Talent stabilization (turnover declining, key roles filled)
 - Quick wins delivered (credibility with stakeholders)
 - Transformation governance working
 - Readiness for Phase 2 (core systems transformation)
-

PHASE 2: TRANSFORM CORE (MONTHS 12-36)

Objectives:

- Replace legacy personal auto policy admin system
- Modernize claims system
- Deploy digital-first customer experience
- Enable data-driven decision making
- Return to underwriting profitability

Key Milestones:

Month 12-18: Build & Pilot

- ✓ Value stream organization transition complete
- ✓ Personal auto policy admin: Design and build (Iowa pilot)
- ✓ Claims system: Design and build
- ✓ Digital experience platform: Website and mobile app launch
- ✓ Data warehouse and analytics: Production deployment
- ✓ Iowa pilot: Personal auto new system live
- ✓ Change management: 50 champions trained

Month 18-24: Scale & Expand

- ✓ Personal auto platform: Regional expansion (10 states live)

- ✓ Claims system: Production deployment
- ✓ Integration architecture: Systems connected real-time
- ✓ Quote time: 6 min → 2 min
- ✓ Claims settlement: 38 → 28 days
- ✓ Self-service rate: 35% → 55%
- ✓ Straight-through processing: 15% → 60%

Month 24-30: Complete Core

- ✓ Personal auto platform: 35 states live (80%+ of book)
- ✓ Claims time: 28 → 24 days
- ✓ Fraud detection: AI models in production (saving \$8M annually)
- ✓ Retention rate: 72% → 78%
- ✓ Combined ratio: 104% → 101%
- ✓ Agent satisfaction: 6.5 → 7.5

Month 30-36: Optimize & Refine

- ✓ Personal auto platform: 100% of states live
- ✓ Quote time: 2 min → 90 sec
- ✓ Self-service rate: 55% → 60%
- ✓ Retention rate: 78% → 82%
- ✓ Customer NPS: -8 → +18
- ✓ Combined ratio: 101% → 99-100% (approaching profitability)
- ✓ Phase 3 plan approved

Phase 2 Investment: \$142M

Phase 2 Expected Outcomes:

- Personal auto on modern platform (competitive parity)
- Claims excellence (industry-leading 24-day settlement)
- Digital experience competitive

- Data-driven underwriting and pricing
 - Approaching underwriting profitability
 - Blueprint proven for other lines
-

PHASE 3: COMPETITIVE ADVANTAGE (MONTHS 36-60)

Objectives:

- Product innovation (usage-based insurance)
- AI-powered capabilities (fraud, pricing, churn prevention)
- Extend platform to homeowners and commercial
- Achieve sustained profitability and growth
- Establish market differentiation

Key Milestones:

Month 36-42: Innovation Launch

- ✓ Usage-based insurance: Product launched (telematics)
- ✓ Advanced analytics: Fraud detection, dynamic pricing, churn models deployed
- ✓ Homeowners platform: Design and pilot
- ✓ UBI adoption: 5% of auto book
- ✓ Combined ratio: 99-100% → 97-98%

Month 42-48: Scale Innovation

- ✓ UBI adoption: 5% → 10% of auto book
- ✓ Homeowners platform: 20 states live
- ✓ Commercial lines: Modernization pilot
- ✓ AI fraud detection: \$12M annual savings
- ✓ Retention rate: 82% → 85%
- ✓ New business growth: +8% vs. prior year

Month 48-54: Market Leadership

- ✓ UBI adoption: 10% → 15% of auto book
- ✓ Homeowners platform: 100% of states live
- ✓ Commercial lines: Regional deployment
- ✓ Customer NPS: +18 → +30
- ✓ Agent satisfaction: 7.5 → 8.2
- ✓ Combined ratio: 97-98% → 95-96%

Month 54-60: Sustained Performance

- ✓ UBI mature product (15% of auto, loss ratio 10 points better)
- ✓ All product lines on modern platform
- ✓ Retention rate: 85% → 88%
- ✓ New business growth: +12% vs. prior year
- ✓ Customer NPS: +30 → +38
- ✓ Combined ratio: 95-96% (sustained profitable underwriting)
- ✓ Market share stabilized and growing

Phase 3 Investment: \$70M

Phase 3 Expected Outcomes:

- Product innovation deployed (UBI, AI-powered)
- All product lines modernized
- Market differentiation established
- Sustained profitability (94-96% combined ratio)
- Growth resumed (+10-15% annually)
- Competitive advantage secured

TRANSFORMATION GOVERNANCE

Steering Committee:

- **Chair:** CEO (David Harrington)

- **Members:** All C-suite executives, Board representative, Chief Transformation Officer
- **Frequency:** Monthly
- **Objectives:**
 - Review progress vs. plan
 - Resolve cross-functional issues
 - Approve major decisions and investments
 - Ensure alignment and accountability

Value Stream Governance:

- **Value Stream Owners:** Monthly review of value stream metrics
- **Cross-functional teams:** Weekly standups, bi-weekly retrospectives
- **Agile delivery:** 2-week sprints, working software every 6 weeks

Board Oversight:

- **Full Board:** Quarterly transformation updates
- **Technology Committee:** Monthly deep dives on technology progress
- **Risk Committee:** Quarterly risk assessment reviews

Stakeholder Communication:

- **Employees:** Monthly CEO town halls, weekly transformation newsletters
- **Agents:** Quarterly agent advisory council, monthly email updates
- **Regulators:** Quarterly briefings (Iowa), annual for other states
- **Reinsurers:** Annual meetings with top partners

Metrics & Dashboards:

- **Financial:** Combined ratio, loss ratio, expense ratio, premium growth, ROE
- **Customer:** NPS, retention rate, quote-to-bind, self-service usage
- **Agent:** Satisfaction score, quote submission rate, top agent retention
- **Employee:** Engagement score, voluntary turnover, training hours

- **Operational:** Quote time, claims settlement time, uptime, error rates
- **Transformation:** Phase milestones, budget vs. actual, benefits realization

Monthly Transformation Report:

- Progress against milestones (RAG status)
 - Budget variance
 - Benefits tracking (quantified value delivered)
 - Risks and issues
 - Decisions needed
-

CRITICAL SUCCESS FACTORS

1. LEADERSHIP COMMITMENT & STABILITY

Why Critical:

- Project Phoenix failed due to leadership instability (3 CIOs, project leader fired)
- Transformation requires sustained executive focus for 5 years
- Cultural change requires leaders to model new behaviors

Success Requirements:

- CEO commitment: Personal accountability for transformation
- C-suite stability: No turnover during Phase 1 and 2 (retention critical)
- Board alignment: Patient capital, long-term focus
- Executive compensation: Tied to transformation outcomes, not quarterly results

Risk Mitigation:

- Retention bonuses for top 20 transformation leaders
 - Executive coaching and support
 - Clear decision rights (reduce frustration and conflict)
 - Regular board reaffirmation of commitment
-

2. CHANGE MANAGEMENT EXCELLENCE

Why Critical:

- 70% of transformations fail due to people/change management issues
- Torvin employees demoralized and change-fatigued
- Technology adoption requires behavior change

Success Requirements:

- **Dedicated change team:** 8-12 FTEs driving change management
- **Transformation champions:** 100 employees across organization, trained in Valorys
- **Communication drumbeat:** Monthly town halls, weekly newsletters, transparent dashboards
- **Training investment:** \$1,500 per employee annually (vs. \$287 currently)
- **Engagement:** Employees participate in design, not just recipients

Risk Mitigation:

- Professional change management consulting support (\$3.2M)
 - Regular pulse surveys (identify resistance early)
 - Celebrate quick wins (build momentum)
 - Address root causes of resistance (job security, skills, fairness)
-

3. BUSINESS-LED TRANSFORMATION

Why Critical:

- Project Phoenix failed because it was "IT project" not "business transformation"
- Technology must serve business needs, not vice versa

Success Requirements:

- **Value Stream Owners drive:** Business leaders (CUO, CCO, CDO) own transformation outcomes
- **Requirements:** Business defines what success looks like, IT enables
- **User involvement:** 50 power users from business participate in design and testing

- **Acceptance criteria:** Business validates working software meets needs

Risk Mitigation:

- IT reports to CEO (not CFO) = strategic partner
 - Agile methodology with business product owners
 - Working software demonstrated every 6 weeks (feedback loop)
 - No "big bang" go-lives (phased rollout with business validation)
-

4. REALISTIC TIMELINES & PATIENT CAPITAL

Why Critical:

- PE firm's 18-24 month exit timeline incompatible with 5-year transformation
- Acceleration pressure caused Project Phoenix budget cuts mid-stream

Success Requirements:

- **PE firm alignment:** Negotiate hold period extension or partial exit (patient capital secured)
- **Realistic milestones:** 36 months to profitability, 60 months to competitive leadership
- **No acceleration:** Resist pressure to "speed up" (causes corners to be cut)
- **Funding commitment:** \$254M approved upfront, not subject to quarterly reviews

Risk Mitigation:

- Clear business case: Show PE firm that patient capital yields 3x return vs. distressed sale
 - Milestone payments: PE funding released in tranches tied to Phase gates (alignment)
 - External validation: Independent experts affirm timeline realism
 - Board governance: Prevent mid-stream scope or timeline changes
-

5. VENDOR PARTNERSHIP (NOT ADVERSARIAL)

Why Critical:

- Project Phoenix deteriorated into finger-pointing between Torvin, Guidewire, and SI partner
- Vendor success tied to Torvin success

Success Requirements:

- **Collaborative contracting:** Shared risk/reward (not fixed-price)
- **Joint governance:** Weekly project meetings with vendor executives
- **Transparency:** Open books, honest communication about challenges
- **Problem-solving mindset:** "How do we solve this together?" vs. blame

Risk Mitigation:

- Vendor selection: References, cultural fit assessment, transformation experience
 - Relationship management: Dedicated vendor relationship manager on Torvin side
 - Executive sponsor: Torvin C-suite executive paired with vendor executive sponsor
 - Conflict resolution: Escalation process, mediation if needed (not litigation first)
-

6. FINANCIAL RESILIENCE & CASH FLOW

Why Critical:

- Transformation investment front-loaded (\$42M year 1, \$128M years 2-3)
- Operating losses continue until transformation delivers benefits
- Surplus declining (regulatory intervention risk)

Success Requirements:

- **Funding secured:** \$254M transformation capital committed upfront
- **Cash flow management:** Monthly forecasting, working capital optimization
- **Portfolio rebalancing:** Exit unprofitable business (cyber, bottom 10% of book) = reduces losses
- **Expense discipline:** Continue cost management on non-transformation spending

Risk Mitigation:

- **Reserve adequacy:** Independent actuarial review (avoid future strengthening)
 - **Reinsurance:** Maintain strong relationships, adequate coverage
 - **Regulatory communication:** Quarterly updates to Iowa Insurance Department (build confidence)
 - **Contingency plan:** If RBC falls below 250%, trigger additional capital raise or M&A
-

7. REGULATORY CONFIDENCE

Why Critical:

- RBC ratio 287% (close to Company Action Level at 200-250%)
- Reserve adequacy questions, market conduct findings
- Regulator intervention could derail transformation

Success Requirements:

- **Proactive transparency:** Quarterly briefings to primary regulator (Iowa)
- **Transformation plan sharing:** Show path to financial health
- **Reserve validation:** Independent actuarial review, transparent assumptions
- **Capital plan:** Demonstrate RBC trajectory improvement
- **Corrective actions:** Address Illinois market conduct findings promptly

Risk Mitigation:

- **Regulatory advisory panel:** Engage former insurance commissioners as advisors
 - **Early warning system:** Monitor RBC, surplus, complaint ratios weekly
 - **Contingency:** If regulatory intervention imminent, accelerate strategic sale vs. receivership
-

RISK ASSESSMENT & MITIGATION

STRATEGIC RISKS

Risk 1: PE Firm Demands Premature Exit

Probability: Medium-High

Impact: Catastrophic (transformation aborted, forced liquidation)

Mitigation:

- Negotiate hold period extension upfront (before transformation start)
- Present compelling business case: Patient capital = 3x return vs. distressed sale
- Offer partial exit option (recapitalization) = PE gets some liquidity, transformation continues
- Board governance: Lock in 5-year commitment

Contingency:

- If PE insists on exit before transformation complete, position for strategic sale to insurance company (not PE firm)
 - Ideal acquirer: Mid-large regional insurer seeking scale, willing to continue transformation
-

Risk 2: Regulatory Intervention

Probability: Medium (if no transformation), Low (with transformation)

Impact: Severe (receivership, forced sale, reputation damage)

Mitigation:

- Proactive communication with regulators (quarterly briefings)
- Independent reserve review (validate adequacy)
- Capital plan (show RBC improvement trajectory)
- Portfolio rebalancing (exit unprofitable business = improve financials quickly)
- Corrective actions (address market conduct findings)

Contingency:

- If RBC falls below 250%: Trigger emergency capital raise (PE + co-investor)
 - If regulatory action imminent: Accelerate strategic sale to avoid receivership
-

Risk 3: Key Talent Departures

Probability: Medium

Impact: High (lose institutional knowledge, slow transformation)

Mitigation:

- Retention bonuses for top 50 critical employees (2-year vesting)
- Compensation to market (address pay gaps immediately)
- Restore benefits (401k match, training, bonuses)
- Engagement and communication (rebuild trust)
- Executive stability (no forced turnover)

Contingency:

- If C-suite departure: Accelerated succession (promote from within + external advisor)
 - If mass exodus: Recruiting surge + consulting support (backfill quickly)
-

OPERATIONAL RISKS

Risk 4: Technology Implementation Failure (Repeat of Project Phoenix)

Probability: Medium (if not managed), Low (with Valorys approach)

Impact: Catastrophic (\$180M wasted on Phoenix, can't afford second failure)

Mitigation:

- **Phased approach:** Start with personal auto pilot (Iowa), prove value before scaling
- **Business-led:** Value Stream Owners drive requirements, not IT dictating
- **Agile delivery:** Working software every 6 weeks, course-correct quickly
- **Change management:** 50 change champions, extensive training, user involvement
- **Vendor partnership:** Collaborative, not adversarial
- **Realistic timeline:** No acceleration pressure

Contingency:

- If pilot fails: Pause, conduct retrospective, adjust approach (don't scale failure)

- If vendor relationship breaks down: Mediation, replace vendor if necessary (not abandon transformation)
-

Risk 5: Customer/Agent Attrition Accelerates

Probability: Medium (retention already weak at 72%)

Impact: High (death spiral accelerates, premium declines, cannot fund transformation)

Mitigation:

- **Phase 1 quick wins:** Agent portal, mobile app, claims improvements = visible progress in 6-12 months
- **Communication:** Transparent with agents/customers about transformation progress
- **Portfolio rebalancing:** Exit unprofitable business (improves pricing for good customers)
- **Service improvements:** Reduce claims time, improve responsiveness

Contingency:

- If retention falls below 65%: Emergency retention task force, targeted campaigns, pricing adjustments
 - If top agents defect: Executive engagement (CEO meets top 100 agents personally)
-

Risk 6: Competitive Disruption

Probability: High (industry rapidly changing)

Impact: Medium (lose market position further)

Mitigation:

- **Speed to value:** Phase 1 in 12 months, Phase 2 in 36 months (faster than competitors' typical transformation)
- **Product innovation:** Usage-based insurance, AI-powered capabilities (differentiation)
- **Agent partnership:** Invest in agent tools (differentiate from direct competitors)

Contingency:

- If competitor launches game-changing product: Rapid response team, accelerate roadmap if needed
 - If market share declines severely: Consider strategic partnerships (distribution, technology)
-

FINANCIAL RISKS

Risk 7: Insufficient Capital

Probability: Medium

Impact: High (transformation stalls mid-stream)

Mitigation:

- **Secure funding upfront:** \$254M committed before transformation starts
- **Portfolio rebalancing:** Exit unprofitable business = reduce losses = preserve capital
- **Cash flow forecasting:** Monthly monitoring, early warning system

Contingency:

- If capital shortfall: Emergency capital raise (PE firm + co-investor, or debt)
 - If cannot raise capital: Reduce scope (focus only on personal auto, defer other lines)
-

Risk 8: Catastrophic Loss Events

Probability: Low-Medium (severe weather increasing)

Impact: Medium-High (depletes capital, delays transformation)

Mitigation:

- **Reinsurance:** Adequate catastrophe coverage (currently in place)
- **Geographic diversification:** Not overly concentrated in CAT-prone states
- **Reserves:** Conservative catastrophe reserves

Contingency:

- If major CAT loss: Reinsurance recovery, potential capital raise if needed, transformation timeline may extend

ORGANIZATIONAL RISKS

Risk 9: Change Resistance / Cultural Inertia

Probability: High (employees demoralized, change-fatigued)

Impact: Medium (slows transformation, adoption poor)

Mitigation:

- **Address root causes:** Compensation, workload, job security, respect
- **Transparent communication:** Honest about challenges, celebrate wins
- **Employee involvement:** 100 transformation champions, participatory design
- **Leadership modeling:** Executives model new behaviors
- **Quick wins:** Demonstrate progress in 6-12 months (build momentum)

Contingency:

- If resistance persists: Diagnose root causes (surveys, focus groups), adjust approach
- If leadership not modeling change: Executive coaching, or replacement if necessary

Risk 10: Union Organizing Success

Probability: Medium-High (45% of claims staff signed cards)

Impact: Medium (wage increases, reduced flexibility, cultural shift)

Mitigation:

- **Address root causes:** Hire 40 claims staff (workload), pay increase (11%), job security commitment
- **Transparent communication:** Monthly claims town halls, authentic dialogue
- **Improve conditions:** Technology tools, process improvements

Contingency:

- If union wins election: Bargain in good faith, incorporate union into transformation (partner, not adversary)

- If union demands unaffordable: Negotiate performance-based wage increases tied to transformation success

EXPECTED OUTCOMES (5-YEAR)

FINANCIAL OUTCOMES

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|-----------------------------------|----------------|---------------|---------------|
| Direct Written Premium | \$1,871M | \$1,947M | \$2,191M |
| Net Earned Premium | \$1,807M | \$1,881M | \$2,118M |
| Loss Ratio | 78.1% | 71.4% | 67.8% |
| Expense Ratio | 29.3% | 26.8% | 24.7% |
| Combined Ratio | 107.4% | 98.2% | 92.5% |
| Underwriting Profit/(Loss) | (\$137M) | (\$34M) | \$159M |
| Net Income | (\$142M) | \$34M | \$187M |
| ROE | -15.9% | 3.8% | 13.4% |
| Surplus | \$453M | \$612M | \$948M |
| RBC Ratio | 287% | 342% | 421% |

Cumulative 5-Year Financial Benefits:

- Underwriting improvement: \$284M (combined ratio improvement)
- Premium growth (retention + new business): \$320M
- Operational efficiency: \$97M (expense ratio improvement)
- **Total:** \$701M cumulative benefit

Transformation Investment: \$254M

Net Value Creation: \$447M

ROI: 176%

CUSTOMER OUTCOMES

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|---------------------------------|-----------------------|----------------------|----------------------|
| Customer NPS | -18 | +12 | +38 |
| Retention Rate | 72% | 82% | 88% |
| Quote Completion Rate | 22% | 62% | 78% |
| Quote-to-Bind Conversion | 32% | 48% | 58% |
| Self-Service Usage Rate | 14% | 60% | 72% |
| Time to Quote | 12 min | 2 min | 60 sec |
| Time to Issue Policy | 7-16 days | 4 hours | 15 min |
| Claims Settlement Time | 47 days | 24 days | 19 days |
| Customer Satisfaction | 5.2/10 | 7.4/10 | 8.6/10 |

Customer Experience Transformation:

- From industry worst (NPS -18) to above average (NPS +38)
- From manual/slow (12 min quotes) to digital/instant (60 sec quotes)
- From frustrating (78% abandonment) to seamless (78% completion)
- From opaque (must call for status) to transparent (self-service 72%)

AGENT OUTCOMES

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|--------------------------------|-----------------------|----------------------|----------------------|
| Agent Satisfaction | 5.8/10 | 7.8/10 | 8.6/10 |
| Agent NPS | -14 | +22 | +42 |
| Quote Submission Rate | 34% | 58% | 74% |
| Top 100 Agent Retention | 87% | 94% | 97% |

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|--------------------------------------|-----------------|---------------|---------------|
| Top 100 Agent Share of Book | 14% (declining) | 22% | 28% |
| Quote-to-Bind (Agent Channel) | 32% | 52% | 62% |
| New Agent Appointments | 140/year | 240/year | 320/year |

Agent Relationship Transformation:

- From frustrated (5.8/10) to advocating (8.6/10)
- From avoiding Torvin (34% quote rate) to preferring Torvin (74% quote rate)
- From reducing business (top agents 14% share) to growing business (28% share)
- From technology complaint to technology advantage

EMPLOYEE OUTCOMES

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|------------------------------------|----------------|---------------|---------------|
| Employee Engagement | 5.2/10 | 7.4/10 | 8.2/10 |
| eNPS | -31 | +18 | +34 |
| Voluntary Turnover | 26% | 16% | 12% |
| Training Hours per Employee | 12 | 48 | 64 |
| Internal Promotion Rate | 18% | 38% | 47% |
| Skills Readiness | 34% | 72% | 88% |
| Glassdoor Rating | 2.6/5.0 | 3.8/5.0 | 4.3/5.0 |

Employee Experience Transformation:

- From demoralized (5.2/10 engagement) to energized (8.2/10)
- From exodus (26% turnover) to stability (12%)
- From skills gap (34% ready) to capability (88% ready)
- From "worst place to work" (2.6 Glassdoor) to "great place to work" (4.3)

OPERATIONAL OUTCOMES

| Metric | Current (2024) | Year 3 (2027) | Year 5 (2029) |
|-----------------------------------|----------------|---------------|---------------|
| Process Cycle Efficiency | 0.023% | 8.4% | 14.2% |
| System Uptime | 91.4% | 98.7% | 99.6% |
| Straight-Through Processing | 15% | 74% | 87% |
| Auto-Approval Rate (UW) | 82% | 91% | 94% |
| Error Rate (Avg Across Processes) | 11% | 3% | 1% |
| Cost of Poor Quality | \$27.4M | \$7.2M | \$2.8M |
| Time to Launch New Product | 24+ months | 9 months | 4 months |

Operational Excellence Transformation:

- From 99.977% waste to 85.8% waste (still work to do, but massive improvement)
- From error-prone (11% defects) to quality (1% defects)
- From rigid (24 months to launch product) to agile (4 months)
- From manual (15% straight-through) to automated (87% straight-through)

STRATEGIC OUTCOMES

Market Position:

- **Current:** Declining market share (1.3%), stuck in middle, no differentiation
- **Year 5:** Market share stabilized (1.6%), differentiated position as "technology-enabled agency partner"

Competitive Advantage:

- **Current:** Disadvantaged in all dimensions (technology, service, price)
- **Year 5:** Competitive parity in technology/service, differentiated through agent partnership + UBI

Enterprise Value:

- **Current:** ~\$400M (distressed asset, PE loss of 55%)
- **Year 5:** ~\$1.2B+ (profitable, growing, strategic acquisition target)
- **PE firm exit:** From 71% loss to 12% IRR = dramatic value recovery

Sustainability:

- **Current:** Existential crisis, 24-36 months to failure
- **Year 5:** Sustainable business model, profitable growth, competitive resilience

CONCLUSION: THE CASE FOR VALORYS

Torvin Insurance Group's crisis is not merely operational—it is **systemic institutional failure** across strategy, organization, technology, culture, operations, and governance. The value stream map, with its 0.023% process cycle efficiency, is a diagnostic X-ray revealing terminal illness.

Three Truths:

1. Incremental Improvement Will Fail

The constraint is not one process, one system, or one executive—it is the entire institutional architecture. Fixing the agent portal without replacing the 22-year-old policy admin system is futile. Hiring a new CIO without addressing PE governance misalignment is futile. Cutting costs without investing in technology accelerates the death spiral.

Project Phoenix proved this: \$180M spent, zero value created. Technology replacement without organizational, cultural, and strategic transformation fails.

2. Time Is the Ultimate Constraint

Current trajectory: 24-36 months to regulatory receivership or forced liquidation.

Transformation timeline: 36 months to profitability, 60 months to competitive leadership.

The window is closing. Transformation must begin immediately. Delaying six months may eliminate strategic options as RBC ratio approaches regulatory intervention thresholds.

3. Valorys Offers the Only Viable Path

The Valorys framework succeeds where Phoenix failed because it addresses all six dimensions of institutional DNA simultaneously:

Strategic Alignment: Define clear value proposition ("technology-enabled agency partner"), exit non-core, focus resources

Organizational Design: Break functional silos, create value stream ownership, empower decision-making, align incentives

Technology Enablement: Phased replacement of legacy systems, business-led (not IT-dictated), proven value before scaling

People & Culture: Rebuild trust, invest in capability, restore purpose, address root causes of disengagement

Operational Excellence: Systematic waste elimination, continuous improvement culture, quality at source

Governance & Leadership: Patient capital, insurance expertise on board, long-term value creation vs. short-term extraction

The Investment Case

Investment Required: \$254M over 5 years

Returns:

- **Financial:** \$701M cumulative benefit, 176% ROI, combined ratio 107.4% → 92.5%
- **Strategic:** Enterprise value \$400M → \$1.2B+, market position stabilized, competitive advantage established
- **Customer:** NPS -18 → +38, retention 72% → 88%, experience transformed
- **Employee:** Engagement 5.2 → 8.2, turnover 26% → 12%, culture rebuilt
- **Agent:** Satisfaction 5.8 → 8.6, top agent business 14% → 28% share

Alternative (No Transformation):

- 24-36 months to receivership or forced liquidation
- Enterprise value: \$0 (policyholders to guaranty fund)
- PE firm loss: 100% (\$890M write-off)
- Harrington family legacy: Destroyed
- 2,340 employees: Job losses

The Choice

Torvin faces a binary choice:

Transform comprehensively using the Valorys framework—a disciplined, integrated, proven approach that addresses all dimensions of institutional failure—with patient capital and realistic timelines.

Or fail. There is no middle path. Piecemeal improvements will not work. Cost-cutting accelerates decline. The constraint cannot be managed around—it must be eliminated.

Why Valorys Is Different

Valorys is not a consulting framework or theoretical model. It is a **systematic methodology for institutional regeneration** based on:

- **Lean principles:** Eliminate waste, optimize flow, empower people
- **Theory of Constraints:** Identify and elevate the system constraint
- **Value stream thinking:** Design around customer value delivery, not functional convenience
- **Change management science:** Address human and cultural dimensions, not just technical
- **Systems thinking:** Understand interdependencies, avoid sub-optimization
- **Proven in practice:** Documented transformations in manufacturing, services, and now insurance

Torvin's value stream map provides the diagnostic evidence. The Valorys framework provides the **therapeutic intervention.** Together, they create a **compelling business case for comprehensive transformation.**

The Mandate for Leadership

For David Harrington (CEO), the decision is existential: **Transform to preserve his father's legacy and save 2,340 jobs, or preside over liquidation.**

For Silvercrest Partners (PE firm), the decision is financial: **Invest \$254M for 5 years and exit at \$1.2B+ (12% IRR), or force premature sale now at \$400M (71% loss).**

For the Board, the decision is fiduciary: **Fulfill duty to policyholders, employees, and shareholders by enabling sustainable enterprise, or breach that duty through short-term extraction.**

For employees, agents, and customers, the stakes are equally high: **Jobs, relationships, and protection depend on transformation success.**

The Time to Act Is Now

Every month of delay:

- Erodes surplus further (currently declining \$8M-\$12M monthly)
- Loses more customers (28% non-renewal annually)
- Triggers more talent departures (26% turnover)
- Increases regulatory intervention risk (RBC trending toward action levels)
- Narrows strategic options (from transformation to distressed sale to receivership)

The Valorys transformation must begin immediately—ideally within the next 30-60 days.

Board approval. Funding commitment. Leadership appointments. Phase 1 launch.

The clock is ticking. The constraint is choking the business. The death spiral is accelerating.

Transform with Valorys, or watch an American insurance institution—and thousands of stakeholders—go down with the ship.

The choice is stark. The path is clear. The framework is proven.

The only question is whether leadership will choose survival—or accept defeat.

END OF STRATEGIC RECOMMENDATIONS