



## Long Term Independent Strategic Partner - Dedicated to Mutual Growth

## CASE STUDY

### The Overview

#### Business Challenge:

Establish a Payroll and HR partnership to offer clients an inclusive employer package, promoting exceptional products and service while maintaining non competitive ambitions and mutual growth initiatives.

#### Solution:

Working in partnership Lipscomb & Pitts Insurance and CertiPay together deliver payroll and HR smart technology through customized solutions tailored to meet business and employee needs.

#### Key Benefits:

- Independent company with no competition within product space
- Expandable platform to support services
- Continuous product evolution
- Non Solicitation Partner
- Accepted and Approved Assurex Global vendor
- Lipscomb & Pitts Breakfast Club Member



### The Challenge

While providing virtually every consumer's insurance need, Lipscomb & Pitts wanted to create an employer package that is inclusive of all business needs including payroll and HR solutions. To establish this initiative, Lipscomb & Pitts looked to launch a partnership with one of the leading national payroll companies. Not long after the initial partnership, Lipscomb & Pitts discovered that the payroll company began offering competitive insurance products to the clients ascertained through the partnership. Not only did Lipscomb & Pitts experience revenue loss, but dissatisfied clients as well, due to the poor service and support provided by the national payroll company. It became quite clear to Lipscomb & Pitts that this was not a true partnership and the decision was made to investigate other payroll and HR solutions.

Lipscomb & Pitts Insurance has become the 13th largest privately-held single site agency in the nation, founded by Mathew W. Lipscomb Jr. and John Pitts, headquartered in Memphis, Tennessee. Many innovative trends have been seen in the agency in recent years. The agency is recognized as a leader in technology and innovation. The partnership that have been developed with clients, insurance carriers and other service providers have enabled Lipscomb & Pitts Insurance to consistently deliver some of the region's largest companies with cost-effective solutions.

### The Success

The CertiPay & Lipscomb & Pitts relationship is built on a complete understanding of Lipscomb & Pitts' needs. It is CertiPay's commitment to provide Lipscomb & Pitts with the most cost effective and efficient solutions available in the market today. CertiPay's services provide Lipscomb & Pitts with the flexibility and control needed over this part of their business.

*"...During our process of choosing a new Payroll & HR vendor, we were very impressed with CertiPay's level of knowledge and professionalism, their dedication to customers, non competitive products, and superior service. This was by far the best experience we have ever had..."* - Brett Cutchin, AAI, CIC, CRM, Senior Vice President

*"...When it came time to evaluate Payroll & HR vendors there was no question that CertiPay was the vendor of choice..."* - Johnny Pitts, CIC, Chief Manager