



First - and last - customer service impressions count

We've all heard the saying, "You never get a second chance to make a first impression." Traditional wisdom holds that people form their first impression of you within seven seconds. However, the last impression you make may be the one that stays with your customer the longest.

I'd like to share some examples of how to create a stellar first impression and follow it up with an equally impressive last impression – the kind that will ensure it won't be a customer's last encounter with you.



My wife and I regularly attend the Starlight Theatre Broadway Series in Kansas City. Starlight Theatre is an outdoor venue, showing Broadway plays during the summer season.

Starlight knows how to make a great first – and last impression – on their customers.

When Carol and I arrive at the theater, the parking lot

attendant immediately acknowledges us with the cordial greeting: "Welcome to Starlight Theatre. I hope you enjoy the show!"

We then walk a short distance from the parking lot to the venue. There is always a staff member greeting us as we approach the front gate. Again, we hear, "Welcome to Starlight Enjoy the show!" This staff member greets every customer or group of customers the same way.

The ticket takers at the front gate also greet every customer by saying, "Welcome to Starlight. Enjoy the show!"

However, the first impression making doesn't stop there. As customers approach their seats, the president of the theater stands outside of the gift shop, asking customers if they have any questions about Starlight and the evening's show. Many customers stop and chat with the president as they enter the seating area.

To top it off – and what I enjoy most – about 10 minutes before the show begins, a female attendant walks through every seating section of the nearly 8,000-seat venue, greeting the customers in each section by saying,

“Welcome back to Starlight. I am so happy to see you again. Enjoy the show!”

As the patrons return to their vehicles after the show, there are several staff members at the exit gates and in the parking lots saying, “Good night! We hope you enjoyed the show.”

At last weekend’s show, I had the opportunity to talk with Starlight’s president, and I asked him about the terrific customer experience at the theater. He told me his team works very hard to get to know their customers and do something to personalize each person’s experience, whether it’s their first show or their one-hundredth.

In our last few newsletter articles, I have focused on the concept of customer service. At AmTrust Ag, we believe that we differentiate ourselves from other AIPs because of our focus on the level of service we provide for our customers.

As you know, all AIPs charge the same MP rate, offer the same MP coverages and adjust claims using the same RMA guidelines. So one of the few things that allows us to differentiate ourselves from other AIPs is to offer exceptional customer service by making that first and last impression count.

We can all learn a valuable customer service lesson from the Starlight Theatre in Kansas City. Make a great first and last impression – and your customers will keep coming back.

Jim Rink
COO

Finance: a team you can count on

Billing of premiums and processing of claims and commission payments are just a few of the responsibilities handled by the AmTrust Ag Finance Department. Our finance and accounting professionals work together to make sure we are performing these duties efficiently and effectively. We respect your time, as well as that of your clients.

When it’s time for the crop insurance premiums to be billed, you can count on the invoices being sent out accurately and on time. If a loss occurs, know that, when it’s time for the check to be issued, your client will receive prompt service, so they can satisfy any obligations they may have. And when you need to cover your expenses, you can count on your commission being paid on time. If you ever have a question, we encourage you to call or email a team member, who will respond in a timely manner.

Just like some of the more visible areas of AmTrust Ag, the Finance and Accounting team respects your time. Additionally, our professionals will be responsive to your needs and help you build and protect your reputation, as well as ours.

Team Member Spotlight

Genella Howland
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Having grown up in a small farming community in Northwest Kansas, Genella seemed destined for a career in agriculture. Her husband of almost 15 years is from the same area and farmed for a time. His family still farms back home.

Genella began her career in agriculture working for a crop insurance agency. There she processed paperwork and learned the industry. She later earned her agent's license, and her career took off from there. When she and her husband moved to the Kansas City area, she became an underwriter for another AIP. Soon, AmTrust Ag had Genella on its recruiting radar.

During her career, Genella has held the roles of agent, underwriter and claims processor. She also spent time as a traveling underwriter for the State of Missouri. She really enjoys being out in the field talking with farmers and working with agents. Currently, Genella works in the office a bit more, covering the states of Missouri, Kansas and Texas for the underwriting team.

When not at work, Genella enjoys spending time with her husband and two children. Her oldest, Trent, will be a freshman in high school this fall and her daughter, Lola, will be starting Kindergarten.

The Howland family loves spending their free time on their boat at the lake, tubing, swimming, fishing or just hanging out with friends.



Justin White

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Justin grew up in a rural farming community in North Central Texas, where many of his family members raised cattle. As a member of Future Farmers of America (FFA), Justin raised show pigs and show steers for animal projects at his high school, and participated in many of the state livestock shows. His family still raises Santa Gertrudis and Angus show cattle.

Justin's experiences in agriculture started at a young age, and he has had several roles in crop insurance – from adjuster and compliance field reviewer to livestock insurance specialist – since his introduction to the industry in the summer of 2012. He is very excited about his current role and the opportunities that lie ahead with the Livestock Insurance Program here at AmTrust Ag.

Outside of work, Justin has had fun getting out and exploring the Kansas City area, his new home. He also has a three-year-old retriever mix, Gunner, who loves to be outside, so he spends a lot of time at the park.

When he does get a chance to go back home to Texas, he enjoys working around the family farm and spending time with family and friends.

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