

**CASE STUDY**

December 2022

How the top CrossFit MGA increased retention by 20x with Ascend

Ascend provided CrossFit RRG with a modern point-of-sale checkout experience for premium financing. This improved their insureds' experience and retention related to non-pay cancellations, consequently saving their team time and money.

Highlights



Seamless modern integration

In **less than 1 month**, Ascend integrated with CrossFit RRG's proprietary system via API, providing a streamlined workflow.



Better customer experience

CrossFit RRG experienced a **75% decrease** in customer questions and communications related to financing and payments.



Higher retention

CrossFit RRG saw their retention related to non-pay cancellations **increase by 20x**.



Increased efficiency

CrossFit RRG's finance team estimates **saving 20 hours per month** and fewer operational headaches at **no cost**.

About CrossFit RRG

CrossFit RRG is the largest insurer of CrossFit affiliates in the USA. With over 2,500 affiliate members, CrossFit RRG knows the ins and outs of the coverage CrossFit Trainers and Affiliates actually need and want. They promise their customers **exceptional customer service, quick response times, and a simple and efficient experience**. By using Ascend, they were able to better deliver these qualities for customers when they purchase their coverage.

Integration at its finest



Past challenges

In the past, the CrossFit RRG team found their premium financing to be a heavy operational lift and a clunky, confusing experience for customers — payment plans were unclear, customers required back-and-forth communications to clarify and chase payments, and policies were being unintentionally canceled due to non-pay. They needed an easier, faster checkout experience that could flawlessly integrate into their existing point-of-sales system and provide clear communication to their customers.

“Ascend made payment processing so easy and the agent / client portal is **very easy to use!** We were able to tie their payment system to our proprietary system via API, **seamlessly providing a branded renewal process** for our clients.”

*Christine Galligani,
Director of Operations*



Seamless integration

After initial conversations, CrossFit RRG integrated Ascend’s payments and premium financing solution into their system in less than a month! Ascend streamlined CrossFit RRG’s workflows by combining quote creation with automated, realtime underwriting for premium finance. Onboarding CrossFit RRG’s team to Ascend was painless – the dashboard is straightforward and the support team is extremely responsive whenever questions arise.

“The portal is **streamlined, user-friendly**, and clearly outlines all finance options. When we have had issues, the Ascend Support Team has been **very responsive** and helpful.”

*Lindsey Lessard,
Director of Client Services*

Results



Improved customer experience

Customers now have one smooth flow to finance an insurance policy that removes additional forms and clunky processes for digital signatures. For the duration of the policy, Ascend automatically sends payment reminders and autopay is enabled by default to ensure the policy remains in good standing without any effort. What was once a hassle and burden to the CrossFit RRG team and their customers became something they rarely ever have to pay attention to.

“We have noticed a **significant decrease in the number of payment/financing-related questions** to our team. Our estimate is that the number of questions/communication with regard to financing or payment went down 50–75%.”

*Christine Galligani,
Director of Operations*



Higher retention

The integration with Ascend has enabled CrossFit RRG to **increase retention related to non-pay cancellations by 20X**. Prior to Ascend, they would process ~20 each month, which required extensive communications and lengthy processes to properly allocate money and restore policies in good standing. After Ascend, which offers autopay and automated communications, CrossFit RRG sees on average, less than 1 cancellation per month and the renewal process is easier than ever.

“They have also **reduced a significant amount of administrative work for our team, which has been a relief!**

This reduction in administrative work is due to the ability for clients to easily set up monthly payments themselves when their payment is processed. Also Ascend automatically follows up with clients whose installments are either coming up or past due to **prevent cancellations**”

*Lindsey Lessard,
Director of Client Services*



Increased efficiency

Ultimately, Ascend resolved complexities both externally for customers and internally for the CrossFit RRG team. With the improvements for both parties, CrossFit RRG estimates that they are now **saving 20 hours per month**. These savings and increased customer retention free up time to focus on growing the business and it all came at **zero cost**.

“We are so happy to be working with Ascend and look forward to continuing our relationship with them!”

*Lindsey Lessard,
Director of Client Services*

“Ascend made payments so easy!
We are so thankful we made the switch!”

Try it for yourself at

useascend.com