

FROM MANUAL TASKS TO MEMBER SERVICE: WHY GEORGIA FARM BUREAU TRUSTED LENDERDOCK TO TRANSFORM THEIR WORKFLOW

About Georgia Farm Bureau:

Prior to the 1960s, farmers did not have many options for insuring their farms and equipment and protecting their largest investment. In 1958, Georgia Farm Bureau established the Georgia Farm Bureau Mutual Insurance Company to offer more options to farmers and rural communities.



Georgia Farm Bureau Insurance has grown over the years and now offers many types of coverage for farmers, business owners, individuals and families all across the state.

The Challenge: Resource-Draining Inefficiencies

Before partnering with LenderDock, Georgia Farm Bureau's process for handling lienholder contacts was heavily manual. Lienholders would call, email, or fax requests directly to the home office or individual agent offices. The receiving party then had to research and manually respond to each inquiry.

This workflow was not only inconsistent but highly inefficient. Valuable resources across the organization were tied up managing routine administrative tasks—resources that GFB desperately needed to allocate to other critical areas of the business to better serve their members.

The Solution: A Relationship-First Approach to Integration

GFB recognized the need for change but needed a partner they could trust. The deciding factor came down to a combination of cost-effectiveness and trust. LenderDock brought a compelling, efficient solution to the table where the numbers made sense, but it was the time the LenderDock team invested in building a genuine relationship that gave GFB the confidence to take the leap.

Unlike typical vendor experiences, the integration process was built entirely around GFB's needs. From the initial sales call through integration and ongoing follow-up, the entire LenderDock team focused on partnership and problem-solving rather than just deploying software.



"LenderDock adjusted to us and the way we do business, which was a very different experience. Hyrum, Robin, and their entire team accommodated our systems and needs instead of the other way around."

— Chris Caldwell, Associate Director of Underwriting

The Implementation: Strategic Call Deflection

To ensure high adoption and successfully deflect inbound manual requests, GFB executed a strategic internal communication plan. They provided specific messaging for their county offices to utilize across multiple touchpoints:

- Voicemails
- Email signatures
- Direct communication with local banks

The Member Services Department utilized these same tactics, actively deflecting calls to the LenderDock platform after a brief initial transition period.

The Results: Empowered Agents and Reallocated Staff

The impact of adopting LenderDock was immediate and widespread. Calls, emails, and faxes from lienholders have been drastically reduced across the board.

Key Operational Wins:

- **Reallocated Personnel:** A dedicated employee in Member Services, who previously spent all their time handling lienholder faxes and emails, has been completely reassigned to other areas of need that were previously neglected.
- **Increased Sales Capacity:** Agents in county offices and the Member Services Department are now free to focus on what matters most: selling and providing exceptional service to GFB members.
- **Boosted Morale:** Agents and county office personnel are extremely happy with the streamlined workflow and reduction in administrative burden.



"The efficiencies we gained by integrating LenderDock Essentials into our workflow were well worth the resources IT dedicated to this project. 6 months in, everything promised has been delivered."

— Chris Caldwell, Associate Director of Underwriting

Conclusion

When asked what advice they would give to other carriers facing similar operational bottlenecks with lienholder requests,

GFB's recommendation is straightforward: **"Please reach out to LenderDock. In short, they delivered on every promise they made during the initial sales calls. They listened and provided a solution."**