

# Dedicated to your success in the Small Business market



## Helping you meet your sales support and ongoing service needs.



Selling to the under-50 employer market requires a unique approach. As a leader in this category, with vast experience assisting small business owners, The Hartford understands the challenges.

To help producers reap more of the rewards, we've developed a Small Business Center dedicated to helping you succeed in selling group benefits to employers with four to 49 employees and for statutory disability plans in NY and HI for one to 49 employees. You can reach us via a nationwide toll-free number.

### Positioned to help producers succeed.

The Hartford is a leading provider of insurance to small businesses. The facts speak for themselves.

- **Experience.** Over one million small business customers and 60+ years providing group benefits.
- **Leadership.** A top-four provider of Group Life and Disability insurance. And number one in Accidental Death & Dismemberment Insurance (AD&D).<sup>1</sup>
- **Trust.** Named one of the world's most ethical companies for five consecutive years.<sup>2</sup>

### Big advantages down to the smallest detail.

The Small Business Center is focused on delivering a simplified, consistent experience, including:

- **An efficient quoting process for new small business cases,** which helps to ensure timely, accurate responses to your requests.
- **Small Business Specialists** dedicated exclusively to your needs in that market. Knowledgeable and experienced, they deliver a highly responsive support to our external partners.

- **Easy access.** You can contact the Center between 8am - 8pm EST for all of the following:
  - Submitting quotes and requests for proposals (RFPs) for employers with four to 49 employees for: Group Life, AD&D, Long-term and/or Short-term Disability insurance.<sup>3</sup>
  - Statutory disability plan quotes for one to 49 employees in NY and HI.
  - Notification of sold cases.
  - General sales-related inquiries.

#### Contact us:

Call toll free: **888-899-9174**

Email: **[gbsmallbusiness@thehartford.com](mailto:gbsmallbusiness@thehartford.com)**

Learn more: **[thehartford.com/gbsmallbusiness](http://thehartford.com/gbsmallbusiness)**

- **Timely processing standards.**
  - Our RFP turnaround time is within five business days following receipt of a complete submission.
  - Re-rates on existing quotes are completed within one business day of receipt of complete information.
  - We strive to respond to 99 percent of voice mails and emails within one business day.<sup>4</sup>
- **Small Business Website.**
  - **[www.thehartford.com/gbsmallbusiness](http://www.thehartford.com/gbsmallbusiness)** gives you 24/7 access to a useful RFP submission template and to information about our products and post-sale producer and employer services.

### Sold case installation made easy.

When they receive <50 sold case notifications, the Small Business Center staff will coordinate with a team of experienced implementation analysts who will support the case installation process from A to Z.



## Depend on us for ongoing support, too.

After the sale, responsive support from our Small Business Center can help you strengthen your relationship with your small business clients. Use the same toll-free Small Business Center number **(888-899-9174)** to contact our dedicated Small Business Service Specialists about:

- In-force services
- Consultative case support
- Renewals

This centralized service is designed to provide faster response times and a more consistent customer experience.

- Average call answer speed is less than 30 seconds.
- More than 95 percent of service calls are resolved within 24 hours.

## High ethical standards, superior customer service, and operational excellence distinguish our record.

You may also inquire about ongoing service via email to: **gbdcustomerservice@thehartford.com**.

- **Producer View** gives you access to a broad array of tools and services, such as book of business information, forms, commission payment and the ability to sign up for electronic commissions payments.
- **Employer View** supports your clients with administrative forms, claims and medical underwriting online status and reporting, as well as the ability to sign up for electronic billing.

### When to call your local hartford sales representative

- For all cases with 50+ employees.
- For cases of any size involving:
  - Outpatient Healthcare (Physicians) (SICs: 8011, 8021, 8031, 8041, 8042, 8043, 8049 and 8092).
  - Legal (SIC 8111).
  - New Jersey Statutory STD plans.
  - Group Retiree Health.
  - Accident Lines (including Business Travel Accident and Stand-alone AD&D).

### Ineligible businesses

#### WITH 4-49 EMPLOYEES:

Industry Codes (SIC)	Industry Classification
1000 - 1499	Mining & Quarrying
4500 - 4599	Airlines
4600 - 4699	Pipelines
7941 - 7948	Sports Teams
9999	Non-classifiables

#### WITH 4-9 EMPLOYEES:

Industry Codes (SIC)	Industry Classification
0100 - 0999	Agriculture, Forestry & Fishing
2800 - 3999	Manufacturing
8811	Private Households
9100 - 9799	Government/Legislative, Public Administration, etc.



### THE HARTFORD IS THE OFFICIAL DISABILITY INSURANCE SPONSOR OF U.S. PARALYMPICS

The Hartford® is The Hartford Financial Services Group, Inc. and its subsidiaries including issuing companies Hartford Life Insurance Company and Hartford Life and Accident Insurance Company. Home office is Hartford, CT.

<sup>1</sup> LIMRA's U.S. Group Disability and Life Sales Report, 2012 full-year results; based on inforce premium.

<sup>2</sup> The Ethisphere Institute, 2008-2012.

<sup>3</sup> Exceptions include the following: Outpatient Healthcare (Physicians): 8011, 8021, 8031, 8041, 8042, 8043, 8049 and 8092; Legal: SIC 8111; New Jersey Statutory STD; Group Retiree Health; Accident Lines (BTA, Standalone AD&D and Blanket).

<sup>4</sup> Same-day response if your email or call is received before 2pm; for calls received after 2pm, we'll return your call by noon the next day.