



Employee Productivity – Protection Helps



Here are a few tips that brokers can benefit from. In this article, Dennis Connor III, vice president of voluntary benefits for Tompkins Insurance Agencies in Batavia, New York, discusses his views on how benefit brokers can be more effective in positioning identity theft protection with their clients.

Q&A

Q: How did you become interested in LifeLock and identity theft protection (ITP)?

A: I had a poor experience with a competitor's product. I noticed that my credit score wouldn't change for weeks, sometimes even months. I didn't feel well protected since the credit information was so delayed.

I met LifeLock's Ed Sutton at the Benefits Renaissance conference in Atlantic City a few years ago. What impressed me right away was the LifeLock alerts. It is reassuring to know I will get an alert if there is some kind of activity going on. I also thought their Lost Wallet was an excellent service.

Q: What topic do you focus on when discussing ITP benefits to an employer?

A: Top of the list would be employee productivity. When an employee faces an identity theft incident it causes the individual to be stressed, distracted at work, and ultimately be less productive. Any CEO or CFO will understand identity theft protection is a low cost/high impact benefit.

It's also a great personal benefit to provide to an employee base, it shows that a company is looking out for their employee's financial well-being.

Q: Where does ITP fit in the hierarchy for the benefits conversation with an employer?

A: I think that the market greatly dictates what is top of mind for an employer. If there has been a major breach in the news or an employer has had a breach scare, ITP is much farther up in their list of benefits to discuss.

However, it's important to re-initiate conversations by bringing something new to the table that is solution oriented. Identity theft protection does require a bit of education, but fortunately it has a strong buzz in the industry so there are frequent opportunities.

Q: Any particular closing advice to brokers who are pitching LifeLock?

A: I work with many other producers in my group. My colleagues come to me when they are interested in pitching ITP because they know I'm well educated in it and have a great relationship with one of the best known brands in the industry... LifeLock Offering a low-cost, high-impact product like LifeLock gives me a relevant and engaging topic to talk about. It's a strong value add that broadens my portfolio of offerings and is a great brand to be able to offer.