

INTERN PROJECT



By: Greg Matsuura, Julian Deloso, Slayde Omura

Agenda

Day #1

Retention

Attraction

Marketing

Retention

Overview

Objective

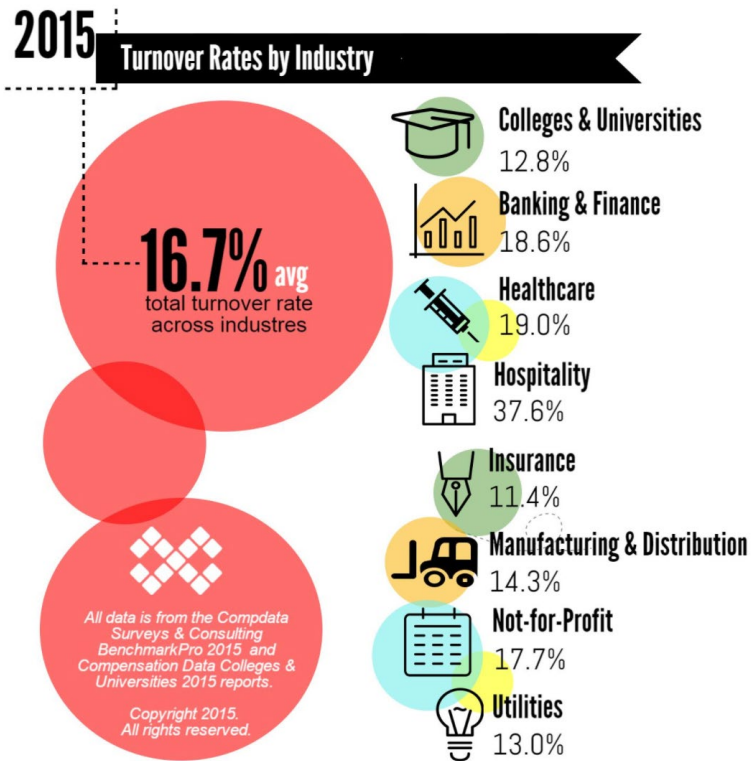
Current Initiatives

SWOT

Survey Responses

Recommendations

Overview

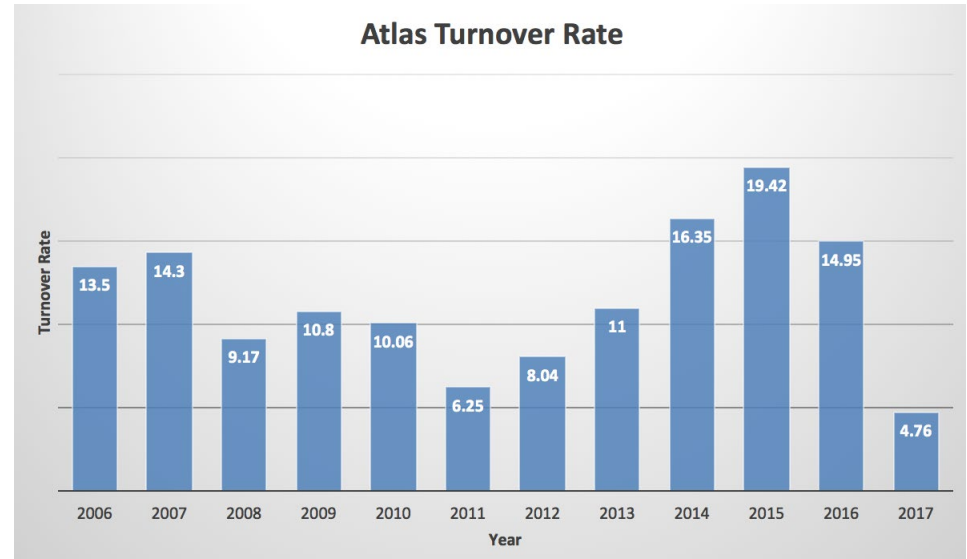


Atlas's Retention

Median Rate at Atlas: 12.25%

Industry Rate (2015): 11.7%

Overall Turnover Rate Across All Industries (2015): 16.7%



Objective

Identify problems to improve employee retention here at Atlas Insurance Agency



Current Initiatives

Healthy Living

Wellness Bootcamp

Farmers Market

2015, 2016 Healthiest Employer



Brand: Largest local agency

Connection with local market and initiative to "support local"

Best Places to Work: '09, '10, '11, '12, '13, '14, '15, '16, '17



Performance Reviews

Employee Retention SWOT

		Helpful (for Atlas Objectives)	Harmful (for Atlas objectives)
Internal (within Atlas)	<u>Strengths</u>	• Maintain performance and productivity • Employees become subject matter experts • Cost effective • Enhances recruitment	<u>Weaknesses</u> • Possibility of being cost driven • Difficulty in managing
	<u>External (Outside Atlas)</u>	<u>Opportunities</u> • Attractiveness • Good corporate social responsibility (CSR) • Brand exposure	<u>Threats</u> • Other major agencies (Marsh, AON, etc.) • Loss of employees

Survey Responses

Overall: Majority of employees enjoy working at Atlas

High morale and great work environment

Main Concern:

Communication with management and supervisors

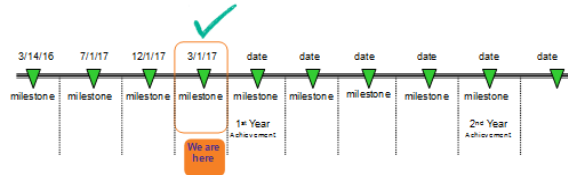
Having a clear career advancement path

More periodic reviews and update on



Recommendations

CURRENT SALARY:
DESIRED POSITION AND SALARY GRADE:
TIMELINE:



1st YEAR

Detailed Development Plan Goals				
Goals	Action Plan	In Progress	Date Completed	Activity Notes
Goal #1	Obtain Licensing/Designations • CPCU – 3 classes left	x	Pending 3/23/17	3 more classes in order to obtain CPCU Designation.
Goal #2	Develop referral business through COI's (property managers, banks, lenders, realtors, mortgage bankers) and rounding out accounts with existing clients.	x	On-going	Continue to work on this area.
Goal #3	Conduct educational seminars / discussion to position Atlas as the subject matter expert. Lead effort in creating and distributing educational documents for both clients and referral sources.	x	On-going	
Goal #4	Assign small book of business. 4 small accounts that will be transferred at end of this year 2016.	x	Pending	Deadline is May 15 th , 2017.
Goal #5	Meet on a weekly basis and cover the following: Sales Activities, Claims or issues, upcoming presentations, etc.	x	Pending	

● Planning Development Forms

- Develop monthly benchmarks
- Feedback / constant updates

● Training Track

- More in-depth feedback response from employees

● Overall:

- Have a clear line of communication

Recommendations cont.

Conduct stay and exit interviews

Annual or Quarterly Basis

Keep on supporting and expanding healthy living initiative

Clear career advancement path for all employees

Time-frame to reach next positions, with training etc.

Professional Development Classes

Remote work options

Strengthen retention bonuses



Attraction

General Info

SWOT

Objectives/Goals

Responsibility & Accountability

Budget & Planning

Action Plan

Current initiatives

Career fairs

Best places to work
awards

New internship
program

Promote internally



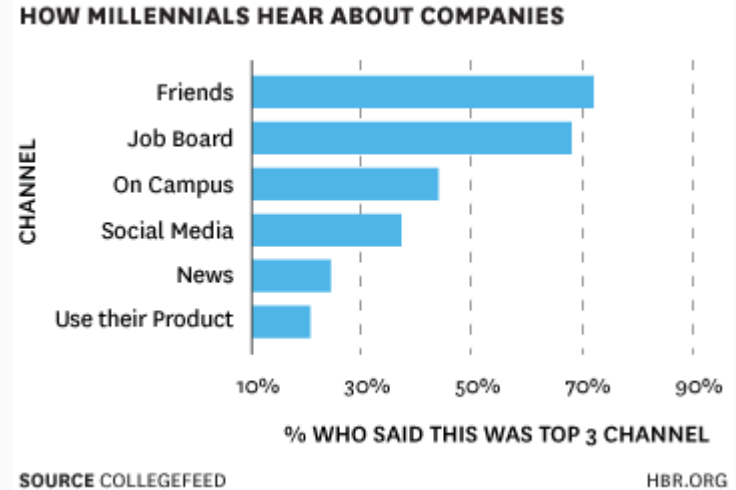
Attraction SWOT

	Helpful (for Atlas Objectives)	Harmful (for Atlas objectives)
Internal (within Atlas)	<u>Strengths</u> • Biggest and oldest agency in Hawaii • Locally owned and operated • Under Island Holdings	<u>Weaknesses</u> • No advertising • Younger generation are not educated on insurance • Only a handful of millenials working at Atlas
External (Outside Atlas)	<u>Opportunities</u> • The ability to move up • Talent pool • Grow market share in Hawaii	<u>Threats</u> • Social media mistakes going viral • Age gap • Other financial institutions are sexier

Objectives/Goals attraction

Goal: attract the best college talent to work & stay at Atlas

Graph is from Harvard Business Review



Responsibility & Accountability

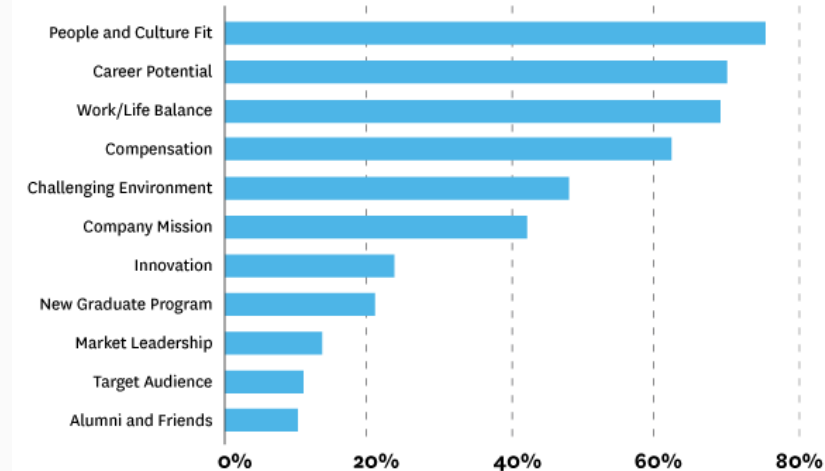
Prioritize Meaning Over Swag

Streamline application process

Go Where Students Are

Often NOT at College Fairs

WHAT MILLENNIALS LOOK FOR IN EMPLOYERS



SOURCE COLLEGEFEED

HBR.ORG

Budget & Planning

More involved on social media

Millennials are always on it

Outreach programs to build CSR

Start to sponsor business clubs in college

Cost approximately \$750 a semester

Go out to more events that business clubs



Current sponsors



Action Plan

At career fairs have influencers go to career fair standing and actively talking

BEST tour on April 17

Social media- millennials are on it

Work life balance- millennials want to work

Shidler Career Links



Action Plan cont'd

Continue speaking at classes

Become more involved in the college business community

Attend events like Business Night

Work together with other Island Holdings companies

Sponsor clubs



Work Interview, PIN

Website

Marketing

Marketing SWOT

Marketing Objectives

Marketing Initiatives

Website Initiatives

ROI Benchmarks

Marketing SWOT

Helpful

Harmful

Internal

Strengths

- Backing of large holding company
- Local business relationships
- Prestigious client base
- Global reach
- 1 stop shop

Weaknesses

- Low brand recognition
- Local
- Consumers don't know why they should use INS brokers
- Confusion: house & independents
- No broadbase advertising program/standards
- Small advertising budget
- No CRM/Database
- Little Social media presence
- Organic Google search results
- Outdated website

External

Opportunities

- Organic Google search results
- Low brand recognition, blank slate
- Build the Atlas Brand
- Social media presence
- Young Account Executives

Threats

- Online spaces make Atlas easy targets
- Social media mistakes going viral
- National agencies constant advertising (Geico, Progressive, State Farm)
- Online insurance quotes
- Technology now & in the future

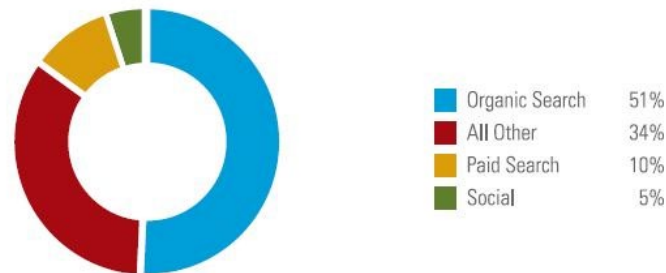
Weakness

Organic Google Search Results

Commercial insurance Hawaii	• No Atlas • Island does pop up
Commercial insurance brokers Hawaii	• Atlas 2nd from bottom above ad • Get it up 6 spots, SEO
Benefits consulting Hawaii	• No sponsored ads • Atlas 2nd from bottom
AOAO insurance Hawaii	• No sponsored ads • 4th from top
Insurance brokers Hawaii	• <i>Atlas number 1</i>

**SEO-the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results.*

Source of traffic



Source: Bright Edge

User intent is key

About 16,200,000 results (0.47 seconds)

Liability Insurance for Hawaii Businesses - Ex.com

(Ad) www.his...

4.7 ★★★★★

Fast Online Quotes - Low Rates from \$22.50/month!

Insurance coverage: Professional and Omissions, Business Owner Policy, General Liability...

2015 Top 100 Small Business Insurance Companies - Small Biz Trends

General Liability Insurance

Get a Quote

State Business Insurance - StateFarm

(Ad) www.statefarm.com/BusinessInsurance

Need **Commercial Business Insurance**? Find An Agent And Get More Info!

24/7 customer service · Identify your needs · Affordable policies · Planned security

Ratings: Selection 10/10 - Ease of purchase 9.5/10 - Service 9/10 - Local agents 9/10

Commercial Insurance Quotes - Compare Coverage Online (New)

(Ad) www.netquote.com/Commercial

Fill Out 1 Easy Form & Get 5 Free Competitive Quotes Within Minutes!

\$29 Hawaii Auto Insurance - The Official EverQuote Website

(Ad) www.everquote.com/hawaii/carinsurance

Cheapest **Hawaii Car Insurance**. Lowest Rates from \$28.99 / Month!



Hawaii Business Insurance - Rate Quotes, Policies, & Coverage

<https://www.islandinsurance.com/business/insurance/>

Commercial Insurance in Hawaii. We understand how important it is to keep your company running efficiently and productively. Our experienced team of ...

General Liability Insurance Hawaii - Rate Quotes, Policies, & Coverage

<https://www.islandinsurance.com/business/general-liability-insurance/>

Our general liability insurance protects **Hawaii** businesses against ... For more information about Island's **commercial insurance**, contact an ...

Commercial Auto Insurance Hawaii - Rate Quotes, Policies, & Coverage

<https://www.islandinsurance.com/business/commercial-auto-insurance/>

The **Island Insurance Hawaii** Commercial Auto Insurance covers businesses with the required Liability and Personal Injury Protection coverage.

Hawaii General-liability Insurance - Information guide and ...

www.einsurance.com/hawaii/general-liability-insurance/

If you own a small business in Hawaii, then you need to understand **Hawaii**

Commercial Liability insurance to protect your business.

Hawaii Commercial Insurance — DTRIC Insurance, Ltd.

www.dtric.com/hawaii-commercial-insurance/

DTRIC offers **Hawaii** businesses competitive rates on **Hawaii commercial insurance**: **Commercial** Automobile, General Liability, Property, Inland Marine and ...

Hawaii Commercial Auto Insurance | First Insurance Company

<https://www.ficoh.com/business/commercial-auto/>

Whether you operate a fleet of business-owned vehicles, or employees occasionally use their own vehicles for business-related errands, you need **commercial** ...

Commercial Insurance in Hawaii - Honolulu Insurance Agency Save ...

<https://carrsinsuranceagency.com/commercial-insurance-hawaii/>

We offer many lines of **Commercial Insurance** on all islands including Oahu, Maui, Kauai, and **Hawaii**. We provide **Business insurance** for Special Events.

Hawaii Business Insurance & Commercial Policies | First Insurance ...

<https://www.ficoh.com/business/>

Get solid **insurance** protection, local service and competitive rates, with coverage that's custom-designed for your business in **Hawaii**.

Hawaii Businessowners Policy | First Insurance Company

<https://www.ficoh.com/business/businessowners-policy/>

About 784,000 results (0.86 seconds)

General Insurance - For Hawaii Businesses - hiscox.com

[Ad] www.hiscox.com/Hawaii

4.7 ★★★★★ rating for hiscox.com

Fast Online Quotes for Protecting a Small Business. Low Rates from \$22.50/month!

Insurance coverage: Professional Liability, Errors and Omissions, Business Owner Policy, General Liability...

2015 Top 100 Small Business Influencer Award Winner - Small Biz Trends

Great Value Quotes

Why Choose Hiscox

General Liability

Errors & Omissions

GEICO Car Insurance - Get a Rate Quote - geico.com

[Ad] www.geico.com/car-insurance

In just 15 minutes, you could save more on car insurance. Get a quote!

75+ Years of Savings - 24/7 Service - Claims - Mobile App - Free Quotes

Ratings: Selection 9.5/10 - Ease of Purchase 9.5/10 - Service 9/10 - Website 8.5/10

10 Car Insurance Companies Online - Cheap Hawaii Rates from \$19

[Ad] www.supercheapinsurance.com/Hawaii

Compare and Save on Car Insurance. Find out how much you could save.

Hawaii Business Insurance - NetQuote.com

[Ad] www.netquote.com/Hawaii

Compare Multiple Quotes & Save On Business Insurance in Hawaii.



Rating ▾ Hours ▾

Hawaii Insurance Services

No reviews · Insurance Agency

677 Ala Moana Blvd · (808) 537-4444

Open until 4:30 PM

WEBSITE

DIRECTIONS

First Insurance Co of Hawaii Limited

Atlas Insurance Agency: Hawaii Insurance

www.atlasinsurance.com/

Atlas Insurance Agency is Hawaii's largest locally owned insurance agency, insuring Hawaii's families since 1929. Let us give you an insurance quote today!

By Location · Find Us By Agent · Homeowners · Home & Auto: Personal Policies

Hawaii Insurance Agencies | Island Insurance

<https://www.islandinsurance.com/agencies/>

A licensed independent agent is your personal advisor for all your personal insurance needs. Licensed independent agents are available on Oahu, Maui, Kauai ...

Best Insurance broker in Honolulu, HI - Yelp

[https://www.yelp.com/search?find_desc=insurance+broker&find_loc=Honolulu, HI](https://www.yelp.com/search?find_desc=insurance+broker&find_loc=Honolulu%2C+HI)

Reviews on Insurance broker in Honolulu, HI - David Chen Insurance Agency, Atlas ... policy from an insurance provider that was licensed in the state of Hawaii.

Pyramid Insurance | Honolulu, Kapolei, Maui, Kauai, Hilo, Kona ...

www.pyramidins.com/

Pyramid Insurance is a full-service insurance agency that has access to the major property and casualty insurance companies and brokers. This enables us to ...

First Insurance Company of Hawaii

<https://www.ficoh.com/>

Since 1911, First Insurance Company of Hawaii has been insuring Hawaii's residents and businesses with fast, professional, and courteous service.

Insurance Associates, Inc. | Insuring Hawaii Since 1969 | Get an ...

www.insuringhawaii.com/

Get a quote for home, life, business, auto, car, flood, and condominium association insurance.

Insurance Associates, Inc. | Insuring Hawaii | About Insurance ...

www.insuringhawaii.com/about-us.php

As a long standing member of the Independent Insurance Agents & Brokers of America (founded in 1896), we don't just represent one insurance company.

Hawaii Insurance Services: Insurance Broker Honolulu, HI

www.hawaiiinsuranceservices.com/

FREE phone quotes. Personal service. Shop rates, services and discounts. 50 years experience. Top-rated insurance companies. Vehicles. Homeowners.

Monarch Insurance Services Inc. — Hawaii Insurance

monarch-hi.com/

Providing Hawaii business insurance and personal insurance services including liability, property, auto, life, and health insurance.

insurance brokers in Hawaii | Reviews - Yellowbook

www.yellowbook.com/s/insurance-brokers/hawaii/

Find insurance brokers in Hawaii on Yellowbook. Get reviews and contact details for each business including videos, opening hours and more.

Threats

Easy Targets

92% of consumers read
online reviews

40% of consumers form
an opinion by
reading just **1-3
reviews**



John P.
Kapolei, HI
0 friends
1 review

2/7/2017

They return calls fast if you are asking them for insurance. Once they have your business,,, it is very difficult to get in touch with them. After all, they are just a brokerage company. You might as well go directly to the insurer company.



Comment from Kristen R. of Atlas Insurance Agency
Business Employee

2/8/2017 · Hi John,

I would like to apologize to you for not responding to you in a timely manner. We at Atlas... [Read more](#)



Anh B.
Downtown, Honolulu, HI
6 friends
14 reviews
16 photos

7/4/2013

1 First to Review

Customer agent is suck big time. Leave a message to 3 rep from 9am until 5pm NO 1 call back WTF u have answer machine for??????? I realllly hate any company das ask to leave message but no call back.

Was this review ...?

Useful 4 Funny Cool 1



Comment from Kristen R. of Atlas Insurance Agency
Business Employee

8/6/2015 · Hi Anh! Two years later and we are finally here in the current social media times--we are now... [Read more](#)

Threats

Being local is a double edged sword



Old Local M.

Honolulu, HI

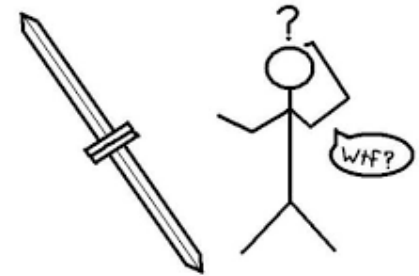
0 friends

1 review

★★★★★ 10/23/2014

Poor Service and Lacking Basic Knowledge. In my 80 years of buying auto insurance I have never experience a company that lacks the basics. The training must be light and easy for customer service or just none at all. I

recommend that you try the big box companies which got my business and my loyalty. Old Age and Bad Service will almost put a person in an early grave. NO MORE!



Constant barrage of adverts



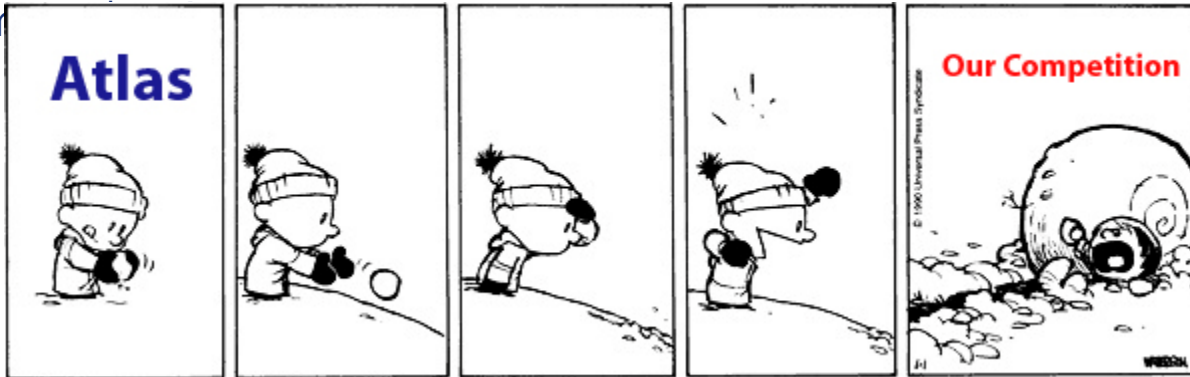
Marketing Objectives

Snowball Effect: Do the right things at a high level and the #'s will come

Build our brand through education and exposure

Ultimately become positioned as Hawaii's insurance experts

Premium



Marketing Initiatives

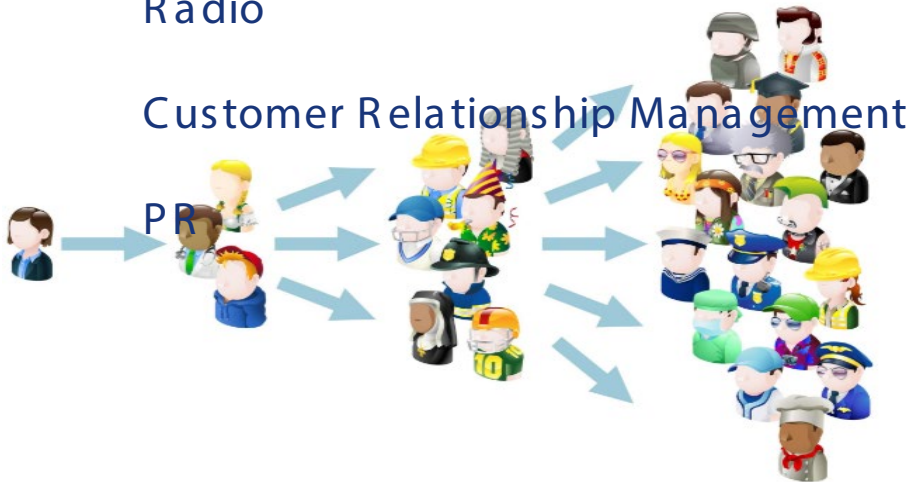
How we are going to achieve our marketing objectives

Social Media

Build Atlas brand through personal networks

Radio

Customer Relationship Management



Social Media Strategy & Tactics

Prioritize: We don't need to be everywhere

Different platforms are used in different ways

Facebook/IG: culture, who we are & what we represent

Twitter: breaking news, instant

LinkedIn: business

Google: SEO value

Yelp: reviews

What is our Social Media Strategy Trying to accomplish?

Digitizing the core values of our business



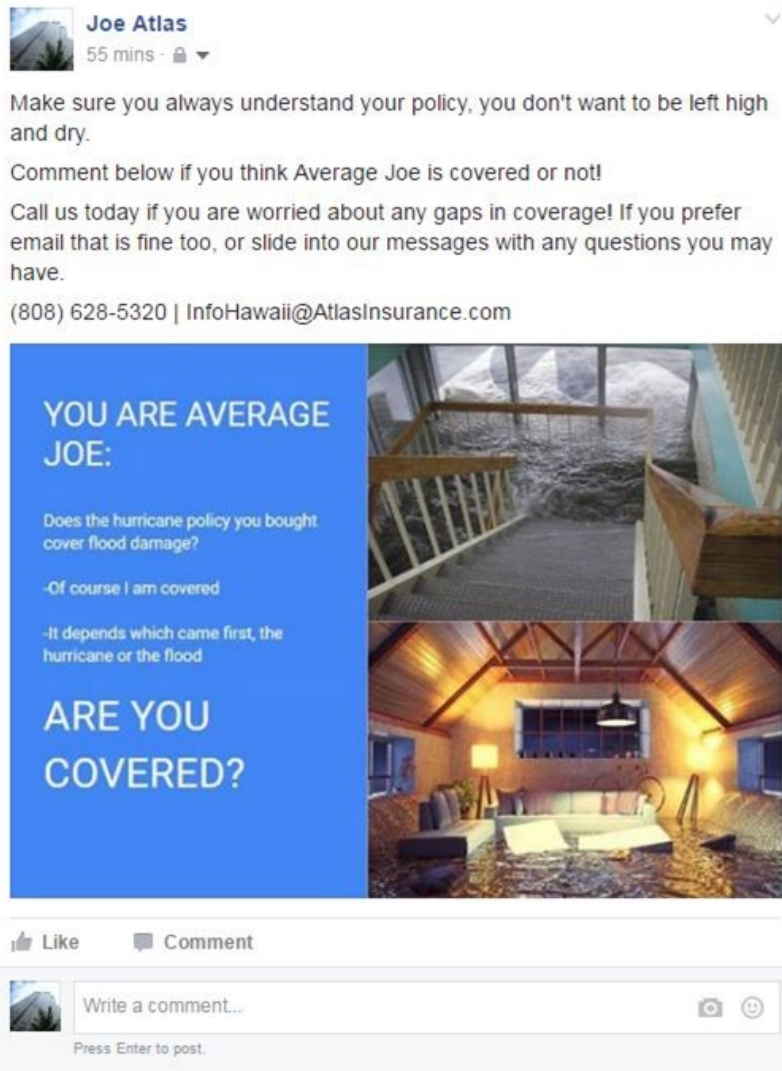
Social Media Strategies & Tactics

Engagement, engagement, engagement!

Quality vs Quantity

Once a week scenario posts to educate following

Easily transferable across platforms



A screenshot of a Facebook post from a user named 'Joe Atlas'. The post includes a profile picture of a mountain, a timestamp of '55 mins', and a lock icon. The text of the post discusses insurance policy coverage for floods and hurricanes, asking followers to comment if they are covered. It also provides a phone number and email address. The post features two images: one of a flooded outdoor staircase and another of a flooded living room interior. At the bottom, there are 'Like' and 'Comment' buttons, and a comment input area with a 'Write a comment...' placeholder and icons for photo and emoji uploads.

Joe Atlas
55 mins · 🔒 ▼

Make sure you always understand your policy, you don't want to be left high and dry.

Comment below if you think Average Joe is covered or not!

Call us today if you are worried about any gaps in coverage! If you prefer email that is fine too, or slide into our messages with any questions you may have.

(808) 628-5320 | InfoHawaii@AtlasInsurance.com

YOU ARE AVERAGE JOE:

Does the hurricane policy you bought cover flood damage?

-Of course I am covered

-It depends which came first, the hurricane or the flood

ARE YOU COVERED?



👍 Like 💬 Comment



Press Enter to post.

Social Media Strategies & Tactics

Engagement

Demonstrate values
to resonate with
those of similar
feelings

Use national days/causes

Easily transferable across
platforms

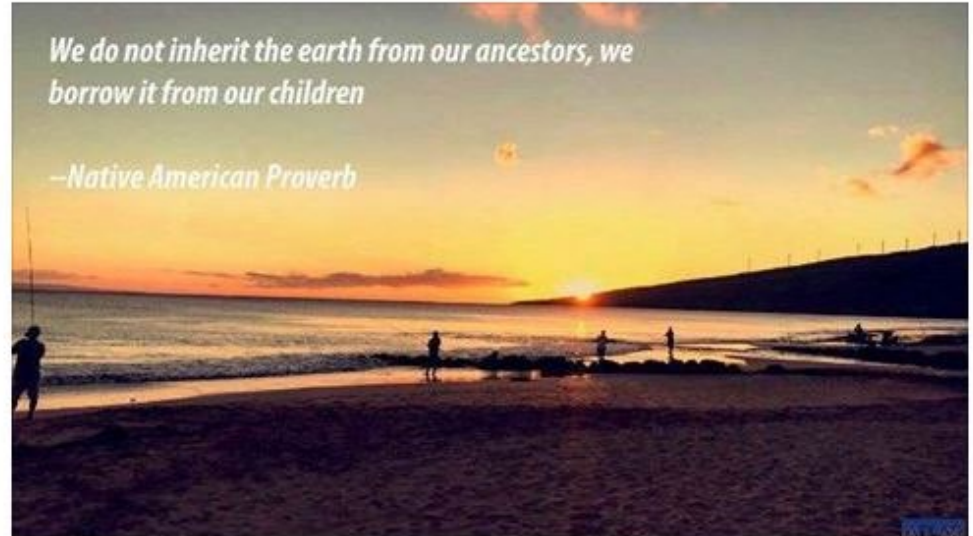


Joe Atlas

1 min · 🔒 ▼

In the ever evolving landscape of the climate change debate, we must remember who climate change really affects.

#EarthDay2017



Like



Comment



Write a comment...



Press Enter to post.

Social Media Strategies & Tactics

Social media cohort

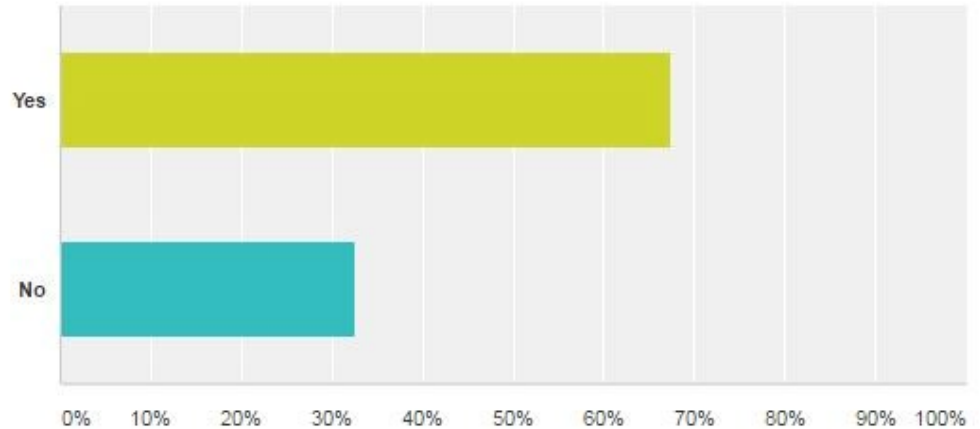
Form a board committee

Create content strategies

Teach staff how to use social media for business

Are you interested in using social media as business tool?

Answered: 46 Skipped: 1



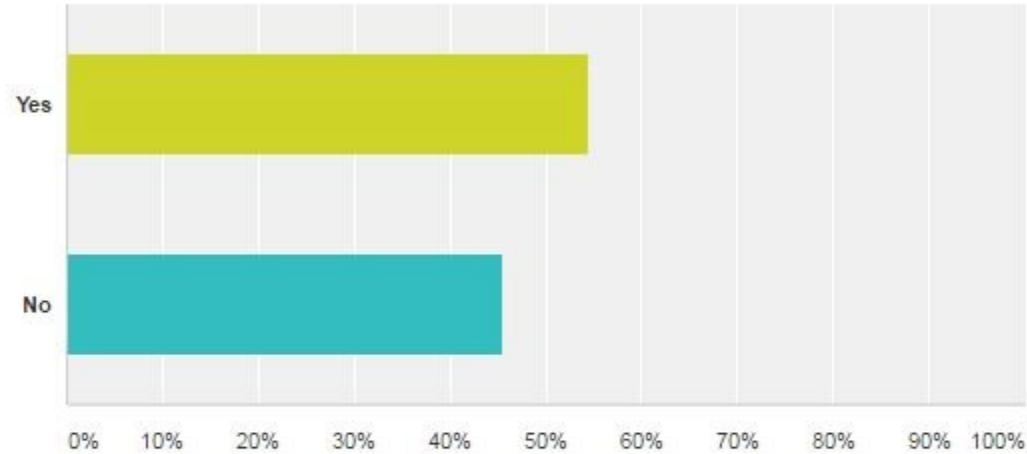
Answer Choices	Responses	
Yes	67.39%	31
No	32.61%	15
Total		46

Social Media Strategies & Tactics

The need for a
social media
cohort is strong

Do you want to use social media as a
business tool, but don't know how?

Answered: 44 Skipped: 3



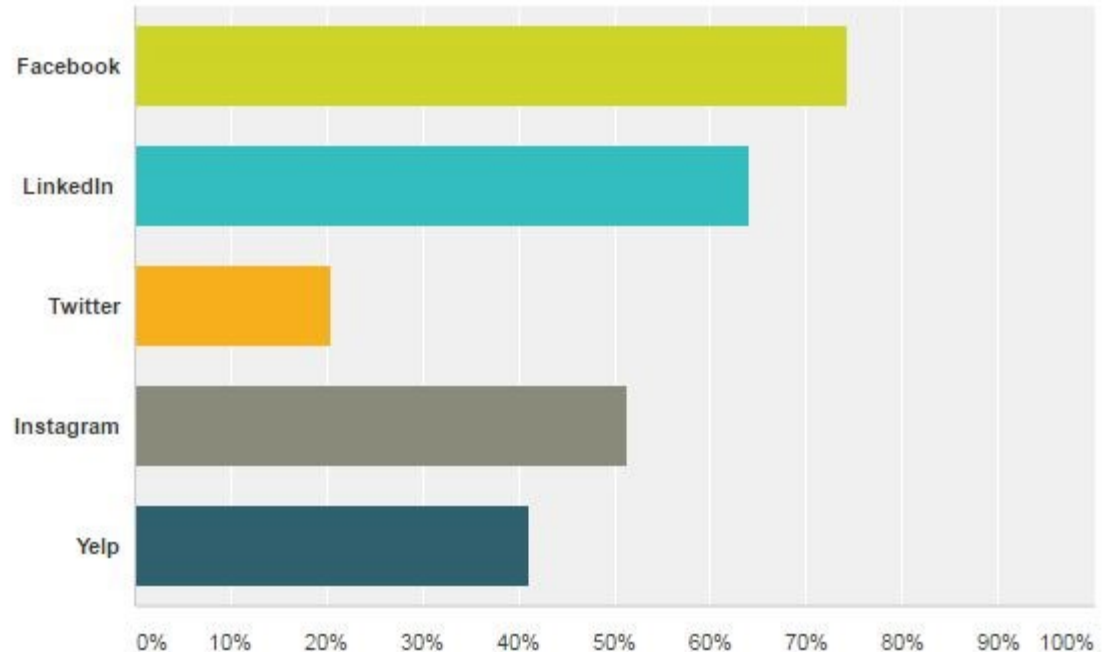
Answer Choices	Responses	
Yes	54.55%	24
No	45.45%	20
Total		44

Social Media Strategy and Tactics

Atlas employees
are actively using
social media

Which of the following social networking websites do you currently have an account with? (Check all that apply)

Answered: 39 Skipped: 8



Building the Atlas Brand

Leverage millennial AEs

Encourage participation in non profits

Culminating in leadership positions



Radio

Utilize free \$1000 ad space

ESPN 1420

Targeted at Personal Lines

Talk Show appearances

“Ask the expert”

Personal cyber insurance

Work with PR firm to pitch to radio shows

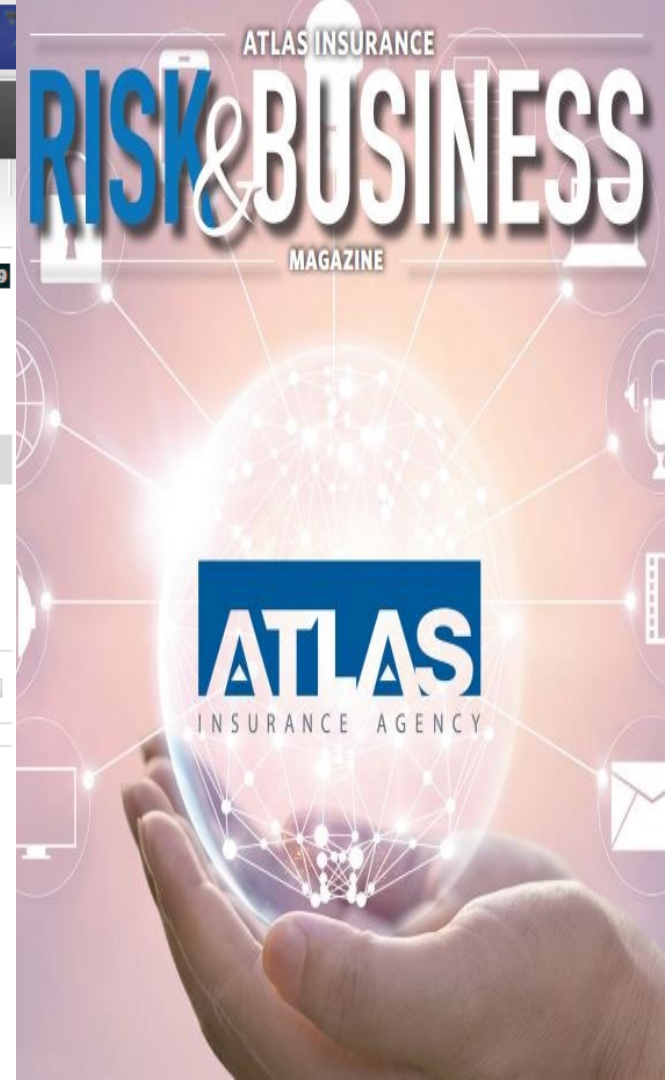


Public Relations

Print articles

Online news articles

Risk & Business
Magazine



Website Initiatives

Drive SEO value

Create carrier pages

Write blogs to enhance
keyword search
phrases

Blog about a client's
business

Link from their page
to ours

Social shares from
client

Monetarily FREE!

Create producer pages

Use in email signature

Google

atlas insurance agency

All Maps News Shopping Images More Settings Tools

About 1,270,000 results (0.52 seconds)

Atlas Travel® Insurance - Custom Plans, Quick Enrollment - hccmis.com
Ad www.hccmis.com/Atlas-Insurance
Free Quote On Atlas Travel® Health Insurance. Instant Approval & Many Benefits!
Immediate Confirmation · 24/7 Travel Assistance · Explore the Benefits · Affordable coverage
Insurance coverage: Travel Health Insurance, Group Travel Coverage, Visitors Insurance, Family Tra...
Get A Quote Parents Visitor Insurance
Compare Atlas Plans

Atlas General Insurance - us.com
Ad atlas.us.com/
Looking for Contractors' General Liability? Call us now.
Exceptional Service · Knowledgeable Staff
Services: Workers' Compensation, Loss Control Services, Policy Services...

Atlas Insurance Agency - insurancestep.com
Ad atlas.insurancestep.com/Agency (844) 900-0523
Save 75% - Atlas Insurance Agency. Quick Quotes. Rates from \$17/month!
Auto & Home Bundle Rates · Cheapest Insurance Rates
A+ Rated - Better Business Bureau®
Compare Instant Quotes · Save up to \$575 - Car Ins

Atlas Insurance Agency: Hawaii Insurance
www.atlasinsurance.com/
Atlas Insurance Agency is Hawaii's largest locally owned insurance agency, insuring Hawaii's families since 1929. Let us give you an insurance quote today!
Find Us By Agent · Office Locations · By Location

Atlas Insurance Agency - Office Locations - About
www.atlasinsurance.com/find-us/office-locations.php
Oahu. Downtown Honolulu Main Office. 1132 Bishop Street, Suite 1600

Atlas Insurance Agency - Find Us By Agent - About
www.atlasinsurance.com/find-us/find-agent.php
Find Us By Agent. Your Atlas sales agent is a licensed professional with strong ...

Atlas Insurance Agency | First Insurance Company
https://www.ficoh.com/find-an-agent/atlas-insurance-agency/
Atlas is the largest and oldest Insurance agency in the State of Hawaii.

Atlas Insurance ★
Auto Insurance Agency
Website Directions

Address: 1132 Bishop St #1600, Honolulu, HI 96813
Phone: (808) 533-8728
Suggest an edit

Add missing information
Add business hours

Reviews
Be the first to review
Write a review Add a photo

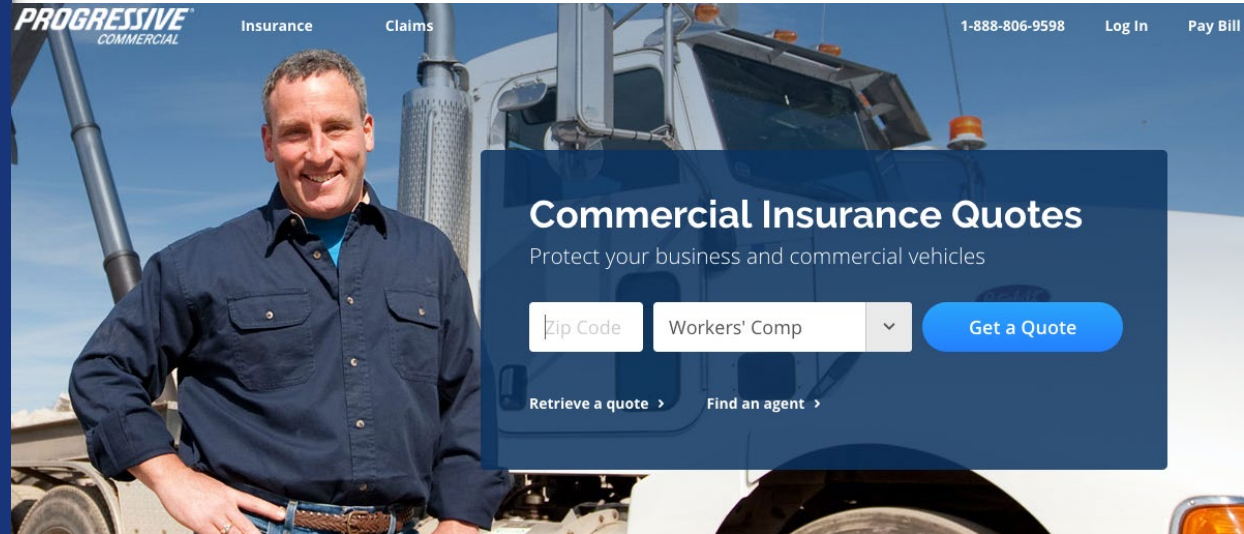
Send to your phone Send

Feedback

Website Initiatives

Need to be able to take
requests for quotes

Have to compete direct
writers



CRM

Memory Limitations

Continuity

Performance Metrics

Conversion rates

Retention rates

Email drip campaigns

Click data



Benchmarks

Annual # of premiums written
in excess of \$50k
- Measure
distribution of
origin of sales

4.25% annual revenue
growth rate

Business Unit	% of Atlas Business	Growth Rate	Weighted Growth
Construction/ Surety-House	4%	13.2%	0.53%
PL-House	11%	2.4%	0.26%
PL-Ind	10%	2.4%	0.24%
CL-House	26%	4.8%	1.25%
EB	13%	2.4%	0.31%
CL-Ind	15%	4.8%	0.72%
Neighbor Islands	16%	2.4%	0.38%
AOAO-House	5%	11.0%	0.55%
	1		4.25%

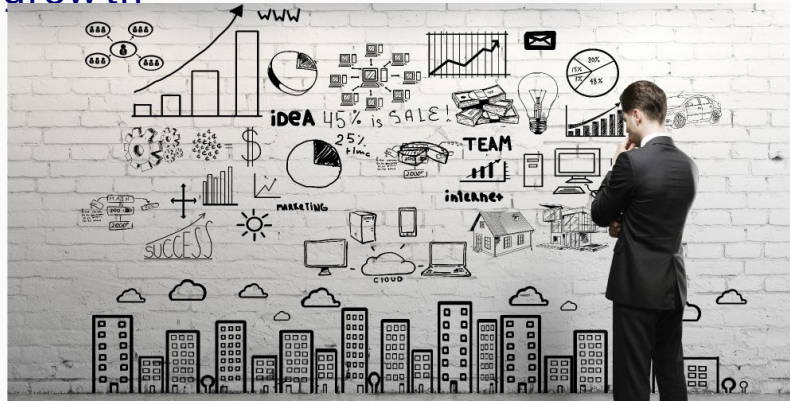
Benchmarks

Advertisement Goals

1. 25 calls/month from print adverts
2. 25 emails/month for info enquiries
3. Website
 - a. 5-10 min. spent on site
 - b. 100 page views/month
 - c. Less than 30% bounce rate
4. Database to track growth

Action Plan

1. Unique advert phone # to track
2. InfoHawaii@Atlasinsurance to receive emails
3. Unique short URL links to landing page
4. Purchase CRM to establish baseline



Benchmarks

2017 Facebook Goals

- 187 FB likes → 500 FB likes
- Total 5000 reaches
- Less than 5% negative feedback
- 500 total shares

Action Plan

- Engagement
 - Scenario weekly posts
 - National day posts
- Expand Atlas social reach
 - Social Media Cohort
- Fine line
 - Frequency
 - Relevancy
- Contests
- Share our blog posts

**Atlas Insurance Agency, Inc.**
Published by Shared via AddThis [?] · April 10 at 9:48am · 🌐

Shout out to the Atlas ohana who worked so hard to create & design our Beached Lemons booth for Lemonade Alley!! Atlas keiki spent their Saturday honing their entrepreneurial skills with proceeds ultimate going to various non-profits!

Also a huge mahalo to Hawaii News Now for featuring us, that is our Atlas ohana and booth below!



Entrepreneurship skills learned at 7th annual 'Lemonade Alley' event

Tricked out lemonade stands filled the grounds of Pearl Ridge Center Saturday as keiki learned valuable skills of operating a business.

HAWAIIINEWSNOW.COM

 **Get More Likes, Comments and Shares**
Boost this post for \$5 to reach up to 1,500 people.

148 people reached

 Kellie Yang, Linda Sue and 2 others

1 Comment 1 Share 

 Like  Comment  Share

148 People Reached

10 Likes, Comments & Shares

7 Likes	4 On Post	3 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

5 Post Clicks

0 Photo Views	1 Link Clicks	4 Other Clicks 
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Benchmarks

2017 Twitter Goals

363 Followers → 719
followers

Any ENGAGEMENT
Hardest to gain

Action Plan

Weekly engagement &
educational posts

Create Twitter Polls

Tweeters love visuals



Hawaii's BBB @HawaiiBBB · Mar 31

. @StephenMRCovey quoted #bbb #accredited @AtlasInsurance1 during his presentation tonight. @SheratonWaikiki #TorchAwards



Aon @Aon_plc · Apr 11

Can you name the most targeted sector by terrorists in the world?
aon.io/2oCbgUK

46% Finance

15% Retail

39% Energy

81 votes • Final results



Benchmarks

2017 LinkedIn Goals

Similar to FB, engagement

234 followers → 500
followers

At least 15+ likes per post
shared

Increase page views

Action Plan

Share relevant content daily

Post weekly educational
content

Post our own blog articles



Atlas Insurance Agency, Inc.
Insurance • 51-200 employees • Honolulu, HI

 9 connections work here. [See all 81 employees →](#)

[See jobs](#) [Following](#) 234 followers

About us

Since 1929, Atlas Insurance Agency has been providing property and casualty insurance solutions for the people and businesses of Hawaii. Atlas is currently the oldest and largest insurance agency in the State, and our team of over 100+ insurance professionals and 50+ independent agents take pride in giving the best service, the best coverages and the best rates possible.

DISCLAIMER! The information found on this Atlas LinkedIn site is not an offer to sell insurance. Moreover, no binder, insurance policy, change, addition, and/or deletion to insurance coverage go into effect unless and until confirmed directly with a licensed agent.

Statements on this site as to policies and coverages and other content provide general information only and Atlas

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9 connections at this company

Benchmarks

2017 Google Goals
Become #1 organic
search result in
relevant keyword
search phrases

Google Action Plan
Blog about relevant
keyword phrases
Links to and from site

Google

atlas insurance agency

All Maps News Shopping Images More Settings Tools

About 1,270,000 results (0.52 seconds)

Atlas Travel® Insurance - Custom Plans, Quick Enrollment - hccmis.com
[Ad](#) [www.hccmis.com/Atlas-Insurance](#) 
Free Quote On Atlas Travel® Health Insurance. Instant Approval & Many Benefits!
Immediate Confirmation · 24/7 Travel Assistance · Explore the Benefits · Affordable coverage
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Oahu. Downtown Honolulu Main Office. 1132 Bishop Street, Suite 1600

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[www.atlasinsurance.com/find-us/find-agent.php](#) 
[Find Us By Agent](#). Your Atlas sales agent is a licensed professional with strong ...

Atlas Insurance Agency | First Insurance Company
[https://www.ficoh.com/find-an-agent/atlas-insurance-agency/](#) 
Atlas is the largest and oldest Insurance agency in the State of Hawaii.


DOWNTOWN


See photos See outside

Atlas Insurance ★ [Website](#) [Directions](#)
Auto Insurance Agency

Address: 1132 Bishop St #1600, Honolulu, HI 96813
Phone: (808) 533-8728
[Suggest an edit](#)

Add missing information
[Add business hours](#)

Reviews
[Be the first to review](#) [Write a review](#) [Add a photo](#)

 [Send to your phone](#) [Send](#)

Feedback

Benchmarks

2017 Yelp Goals

5 reviews → 30+ reviews

3.5 stars → 4+ stars

Action Plan

“Write a review” tab

Track bad reviews

Option to post to Yelp if
good

Contests

5.0 ★★★★★
15 reviews

★ [WRITE A REVIEW](#)

Mold Removal: Excellent Service

★★★★★ Jon H. 7 months ago

My tenants are both doctors (scientist and biologist). I wanted to make sure I was offering an affordable solution for the owner but also an effective solution for the tenants. I was pleased with the price and timeliness but especially with their unique solution. They did not destroy furniture or objects. Their product successfully removed all the mold under the kitchen sink in a systemic like fashion including adjacent areas like closets and cabinets. They provided a solution for water damage caused by a leaky faucet.

Great Job

★★★★★ WT 7 months ago

Alan did a Great job on our project! He demonstrated excellent technical and customer service skills with Aloha during the entire process.

Peace of Mind

★★★★★ Labeled as a review

Conclusion

Retention

- Maintain position as Best Places to Work
- Expand upon current initiatives
- Clear channels of communication with management



Attraction

- Active social media
- Showcase website
- Become more involved with business clubs

Marketing

- Build our snowball
- Active social media
- Optimize our website
- Measure returns



The background of the image is a vibrant tropical sunset. The sky is a mix of deep purple, magenta, and orange, with scattered clouds catching the low light. The sun is a bright orange orb just above the horizon, reflecting on the calm ocean. Silhouettes of numerous palm trees are scattered across the foreground and middle ground, some leaning at various angles. The overall mood is serene and tropical.

*The Aloha Way
is the Atlas Way*