Iris®

Powered by Generali

A White-Label Solution Drives Retention and Forges Long-Term Partnership

The Company

As a leader and innovator in the legal benefits industry for nearly 30 years, our Client provides a broad range of legal services to members and employees of government municipalities, educational institutions, medical institutions, IT companies, and associations nationwide. Providing peace of mind throughout all life stages, our Client offers easy, affordable access to quality legal representation – filling a gap that is largely underserved.

The Situation

Although our Client already had three years under their belt offering identity protection services via another provider, they decided to explore new service providers in 2016. The reasons were threefold:

1. Our Client cares greatly about **brand visibility and customer loyalty** and therefore wanted a complete white-label solution;

2. They wanted to ensure they were **not actively competing with their partner** within the employee benefits market; and

3. They felt their previous provider did not have the client services resources and interest to **forge a longstanding partnership**.

The Solution

Our Client wanted a relationship with a partner, not a vendor, where the long-term goal and vision were shared. At Iris® Powered by Generali (Iris), care is at the heart of our company, and we demonstrate our commitment to our partners not only in what we do, but how we do it. We recognize the importance of offering top-notch assistance services that complement other core offerings while reinforcing brand value. **Knowing that no two companies are the same, we take a customized and consultative approach to creating partnerships.**

In March 2017, the Client began the onboarding process with Iris, which included a customized customer migration strategy. Our Client was excited about the road ahead; they found a partner that would help them build brand equity and add revenue to their bottom line.

> *"[We have]…had a very positive experience working with Iris. Although our partnership started slowly, it developed very well over time.*
>
> *We appreciate the individualized service and strong communication we receive from our Account Director and Executive team. We find their strong commitment to their partners advantageous for continued growth. Along with their strategic collaboration, we are looking forward to a long-term partnership and expansion."*
>
> *Client Management*

The Results

Our Client offers Iris' identity & cyber protection services as an employee benefit, both on a voluntary basis (employee-paid) and embedded (employer-paid), depending on the employer group. Additionally, they have began bundling it with their core legal services product as a retention tool – helping to retain both voluntary employees and the employer groups.

As of December 2019, they had over 11,000 active subscribers. Their numbers grow annually during employee benefit open enrollment season: in **January 2018, they doubled, and in January 2019, there was another 25% spike**. In the employee benefits space, that growth is impressive. Additionally, the Client was seeing approximately 20% activation of the product with their previous identity protection provider, whereas now they see almost 50% utilization with Iris' identity & cyber protection services (48.9%).

The Future

Our partner's success in switching identity protection providers was enough to move them to take another step forward with Iris: they expanded the offering to become one of their core products. In addition, they launched a new department within their organization, dedicated solely to the growth of their identity protection offering. To date, our Client is continuing to invest additional resources to bundle Iris' identity protection services with their main product, knowing that our product is a true value-add in today's fraud-fraught world.

About Iris® Powered by Generali

Iris® Powered by Generali is a B2B2C global identity and cyber protection company owned by the 190-year-old multinational insurance company, Generali, offering always-available identity resolution experts (yes, real people available 24/7/365) and tech-forward solutions that uncomplicate the protection process. We opened our first Washington, DC office in 1982 with a simple mission, bringing customers from distress to relief – anytime, anywhere – and went on to become one of the very first identity theft resolution providers in the U.S. in 2004. Today, understanding that victimization has no geographical boundaries, we've got a solution no matter what your customers' coordinates are.

For more information, contact IrisMarketing@IrisIdentityProtection.com or visit IrisIdentityProtection.com.