



AFLAC New York, New York

As one of the nation's largest insurance companies, AFLAC has a large team of sales people and coordinators that spend most of their workday outside the office at customer locations. To increase their overall productivity in the field as well as customer satisfaction, it was essential that their team have reliable mobile PCs. So, AFLAC chose to standardize with semi-rugged Panasonic Toughbooks®.

Kimberly Reynolds, marketing training director for AFLAC, explains "Our role in the department is to train our field force on all aspects of AFLAC business, from products and services to automation. We make a recommendation about what units, what laptops, should be deployed to our field force." Partnering with Panasonic, the industry leader in fully-rugged and semi-rugged mobile PCs, was an easy decision for AFLAC.

Reynolds continues, "Our field is really very fond of the Panasonic laptops. Our sales people, in their daily lives, laptops are in and out of their bags, in and out of cars, and they get dropped. Having a rugged laptop is vital."



"Panasonic brought everything to the table, the whole package that we were looking for."

Their team likes the Panasonic Toughbooks so much that it is common for them to own more than one, so they can be loaned out to new associates as needed. The rugged features of the Toughbooks take the worry out of loaning your laptop to someone else. Toughbooks are built with insulated hard drives and flexible connectors to survive in the everyday realities that come with working in the field.



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In the insurance industry, as in most industries, change happens fast and it is hard to keep up. Reynolds explains, "Panasonic really brought everything to the table, the whole package that we were looking for. They are easy to work with and they provide us with a great roadmap of what's coming in the future so that we can plan ahead."

AFLAC is sure that Panasonic will continue to be there for them in the future and keep them on the cutting-edge of technology to ensure that their field force has the tools to stay productive. This takes the worry out of their daily lives and puts the focus back on generating new business for AFLAC. That's why the team at AFLAC continues to buy Panasonic after Panasonic after Panasonic.

challenge

- Ability to withstand the daily abuse of working in the field
- Provide a solution adaptable to the changing needs of the industry
- Improve customer satisfaction by reducing application and follow-up time

solution

Over 8,600 semi-rugged Toughbooks deployed to its field force of sales people and coordinators.

result

Panasonic Toughbooks have helped AFLAC increase productivity in the field with the elimination of their paper-based system, which in return has increased company sales.

For more information about Panasonic's full line of Toughbook mobile PCs for insurance:

call:
800.662.3537, option 6

email:
toughbookinsurance@us.panasonic.com

visit:
panasonic.com/toughbook/insurance