

CUSTOMER CASE STUDY

BCM INSURANCE

Industry: Insurance • Welland, Ontario, Canada • bcminsurance.com

This mutual insurance company has offered home, auto, commercial, and farm insurance to the Niagara area with a rich history dating back to 1880.

BCM Insurance is a company for the community, meaning it is owned entirely by policyholders. They trust BCM to uphold the values of trust, kindness, and service to best serve their community. But not so long ago, just under the surface, there were issues.

“I came to BCM in September 2019,” says Jason Cybulski, president & CEO. “At that time, our leaders were not all rowing in the same direction. Our reset included some major changes, including a complete restructuring of the leadership team, including staff being replaced. The real challenge was that this happened to coincide with a global catastrophe—the pandemic.”

Since 92% of the staff were now working from home and were disconnected from their managers and peers, “We had this change of leadership to new and exciting talent, but very few of the entire company had met one another face to face,” says Jason. “So when we did slowly start to come back to the office, there was a culture that didn’t look the same as before. The struggle became how to build that culture of trust, camaraderie, and professionalism in this environment.”

BCM’s departments were siloed, something that Jason wanted to change, and this is where Dale Carnegie came in. Jason says that “while everyone may not interact with the customers directly, there are indirect relationships within the process. We all have to work together to come up with solutions to any policyholder issue. To this, I felt it was crucial that all staff had access and opportunity to take the Dale Carnegie course.”

Elaborating on why he chose the Dale Carnegie Course as his solution, Jason says, “The biggest selling feature was the chance to bring the staff together and make them a little bit vulnerable, so they would start trusting each other more. I

have taken Dale Carnegie courses and have seen the real value and change that they create.”

Jason’s decision to enlist Dale Carnegie again paid off. “People are checking in on each other regularly, and I am very proud to say that it’s not like anything BCM has seen before. There’s encouragement, support, and offering help in ways that staff had never experienced from their peers previously. It’s exactly what I was hoping for.”

While Jason said the company has many growth initiatives, he also confirms that sales are 18% higher than the prior year, and more referrals have been rolling in since the staff have taken the course. In addition to sales, Jason says there have been mental and emotional benefits too. “I knew that many of my staff and leaders were capable of moving mountains. It was simply a matter of confidence. I am so proud to say that with the help of Dale Carnegie, we are certainly seeing that now.”

“I knew some people were having struggles, exasperated by all the internal and external changes, but after Dale Carnegie, there was an attitude of, ‘Hey, I did this—I can do anything.’”

- Jason Cybulski, President and CEO

Challenge

BCM’s management team needed new leaders, but Covid interrupted the necessary culture-building that would have happened face-to-face in the office, leaving the company disjointed and lacking communication skills.

Solution

The Dale Carnegie Course allowed participants to blossom personally and form professional relationships that were missing in BCM’s hybrid culture.

Results

With staff now trained and willing to communicate efficiently with clients, BCM has seen an 18% growth in sales and an influx of referral business.