



## Case Study

How One of the World's  
Largest Franchise Operators  
Reduces Insurance Risk

*See how one of the world's largest convenience store brands uses Evident to ease the burden of verifying insurance and reduce exposure to risk.*



## The Problem

One of the world's largest convenience store brands oversees over 5,000 franchises in the United States. Franchisees are required to carry standard general and contractual liability insurance, along with workers' compensation, commercial property, auto, crime, and liquor insurance, plus some more specialized coverage.

To verify that franchises had obtained required, up-to-date insurance policies, the company had to oversee, collect, store, analyze and monitor certificates of insurance (COIs) for each of these coverage areas, for each franchisee. The brand accomplished this by combining multiple third-party vendors plus several internal, manual processes.

The process was challenging. Oversight relied on spreadsheets and other tools to assess which franchises were up-to-date and which had missing or out-of-date COIs. These were error-prone as well as passive, providing no insight to wrong or lapsed COIs or undercoverage. Collection involved multiple emails and calls, with no way to automate follow-up or success tracking.

Once a COI was received, analysis also required manual processes. While standard areas of the COI could be scanned and verified automatically, the custom areas (of which every franchisee had multiple requirements) required manual analysis. These areas frequently had errors and following up on those errors was also manual. Ultimately, the company felt low confidence in its level of compliance and, in fact, it felt it had little visibility to determine overall compliance.

In addition to a dangerous lack of visibility, the process was error-prone and required significant manpower. The company needed a better way.

## The Solution

With Evident's Insurance Verification solution, this major convenience store brand now has an automated service it uses to greatly simplify the verification process. Evident's solution verifies COIs and uses a customized solution to automate requests, reverifications, decisioning, and other important insurance information from franchise owners. Evident's solution verifies more than 750,000 individual data points from the franchises, taking a load off of the company's shoulders.

The solution effectively speeds up requirement checks, including tricky last-mile problems such as obtaining specialized insurance for earthquakes, flooding, and more. Additionally, if franchisees do not meet insurance requirements, the solution routes them to Marsh – the world's leading insurance broker and risk adviser – to help them find appropriate insurance that will meet the convenience store brand's standards and requirements. Marsh then provides trusted and compliant policy options to franchise owners, making their lives easier as well.



## The Results

Evident worked closely with U.S. franchisees to ensure they were compliant with all of their parent company's requirements. As it turns out, the vast majority of franchises did not meet all the compliance requirements, and Evident streamlined the process to get them requisite insurance through Marsh. This process has helped the company better understand its

exposure to risk, and it enabled behavior changes from the franchise owners. Evident thus far has helped numerous franchises understand if they have complaint insurance in the categories of general liability, auto liability, liquor liability, workers compensation, securities, property, flood insurance, earthquake insurance, and more.



Evident, a trusted verification platform that enables secure and private personal data exchange, is the only solution that can quickly combine information submitted by individuals with accurate data pulled from authoritative sources to deliver the most comprehensive and up-to-date verifications without the risk and liability of holding personal data.

For more information, visit [evidentid.com](https://evidentid.com)