



**CLIENT:** Aflac  
**INDUSTRY:** Insurance/Financial  
**BUSINESS MODEL:** B2C  
**WEBSITE:** [www.Aflac.com](http://www.Aflac.com)

## CASE STUDY

**THE CLIENT:** **Aflac Incorporated** (American Family Life Assurance Company) is an American insurance company and is the largest provider of supplemental insurance in the [United States](#), founded in 1955 and based in [Columbus, Georgia](#). In the U.S., Aflac underwrites a wide range of insurance policies, but is perhaps more known for its payroll deduction insurance coverage, which pays cash benefits when a policyholder has a covered accident or illness. The company states it insures "one of four [Japanese](#) households" and is "the largest life insurer in Japan in terms of individual insurance policies in force". ([source](#) en.wikipedia.org)

**THE CLIENT'S OBJECTIVES:** Each year Aflac, Inc. holds an elegant plated dinner to recognize and honor their top four supplier and service partners. This year the meeting was held just outside the company headquarters in Columbus, Georgia. The chosen venue was the National Infantry Museum on the grounds of the Fort Benning Army post. Since 1918, Fort Benning has served as the Home of the Infantry. Since 2005, Fort Benning has been transformed into the Maneuver Center of Excellence. This location was the perfect setting to honor excellence and community for Aflac's top vendor achievers. Senior Manager for Support Services,



"Ross was EXCELLENT! Lots of really good feedback from both Aflac folks and vendor attendees. He was truly on the mark with regard to the purpose of our event - celebrating partnerships, relationships, team building, improving communication, relevancy, and being innovative."

Frank Butler - Senior Manager, Support Services at Aflac



Ross Shafer

**ROSS'S DELIVERABLES:** Frank Butler had two conference calls with Ross Shafer and he was chosen as the keynote speaker. Frank felt it was important for the keynote speaker be entertaining, personable, and enlightening. The content had to be relevant to partnerships, teamwork, and innovation. Ross arrived at the Museum during the reception so that he could meet the key vendors and team members who made this event possible. Ross also wanted to make sure his message would align with Aflac's purpose as well as fit with the extraordinary location. Since this group of high achieving vendors and Aflac professionals had likely "seen everything," Ross made certain he addressed them as world-class performers who could benefit from his perspective of studying hundreds of successful organizations over the last 18 years. In his 40-minute keynote Ross gave tactics for finding opportunities your competitors miss (be a meeting crasher). He emphasized how 'Urgency' is the #1 way to delight your customers – and how Aflac's *One Day Pay* initiative is perfectly positioned as a customer-driven solution. Ross also talked about how loyalty is most often judged by how the customer feels in the final moment of the transaction. Afterward, Ross happily went to a professional photography area to take pictures with those who wanted a souvenir of the event.

THERE WILL BE NO PAGE TWO IN THIS DOCUMENT - Ross Shafer