



**Organization:**

Imperial Management Corporation

**Location:**

Opelousas, LA

**Website:**

imperialfire.com  
imperialinsuranceonline.com  
abcautoinsurance.com

**Industry:**

Insurance

Imperial Management operates Imperial Fire & Casualty, an insurance provider for personal auto, commercial auto, home-owners, and flood policies.

With 1,500 independent agents representing insurance products, Imperial Fire serves clients across 15 states in the South, Midwest, and West.

Imperial Management also owns ABC Insurance Agencies, an independent insurance agency with retail locations in Louisiana and Texas.

The company is rated B+ by A.M. Best.

## Challenges

- Proprietary reports were cumbersome, delayed, and sometimes inaccurate
- Difficulty identifying industry trends to guide investment decisions
- Leadership operating from different, incongruent sets of data

## Solution

- Executive dashboard that simplifies reporting, enhances visualization
- Provides real-time data to identify opportunities and risks
- Unites leadership behind one view of the company's data

## Why Domo

### On Decision-Making

"Gaining access to all our hard-earned data, and having the confidence that it's correct, was a real priority for us. Domo gave us exactly what we were looking for and helped improve our ability to make data-driven decisions."

### On Data Exploration

"Over the past five years, we'd seen an escalation in injury claims, but it was difficult to know when or why that trend began. With our data in Domo, we were quickly able to identify the contributing factors that were largely responsible for the increase in our expenses. This kind of data exploration is so important to us."

### On Transparency

"It was very important that we have the ability to provide our department heads with the information they specifically needed and not inundate them with unnecessary information."

### On Mobility

"The mobile app is perfect for drilling down to exactly what we need to focus on at that point in time. It makes concentrating on strategy planning our primary objective. We no longer have to spend time importing info—it's all there when we need it."

### On Business Impact

"We can now extract data at a moment's notice, identify our weak spots and immediately start working on solutions. In our highly competitive industry, using Domo provides the tool necessary to not just survive but to grow."

"We're now able to visualize our strengths and weaknesses, which provides the all-important ability to make decisions while working more cohesively as a group."

**Duane Heady**  
EVP & COO  
Imperial Management Corporation



**Notable Data Sources:**

