WORK SAMPLE · JON RICHARDS

Company-Wide “Bell Ringing” Email

I turned recorded new-client announcements into company-wide recognition emails, using AI to summarize each recording, then rewriting in the company’s voice and building the HTML email. Client and employee names replaced.

YOUR COMPANY

Bell Ringing 🔔

New wins, expansions, and a pipeline full of momentum — here's what our team is making happen.

THIS WEEK'S WINS

The team continues to fire on all cylinders. Below are four major announcements — take a moment to recognize the people making it all happen.

NEW CLIENT WIN

🏠 Coastal Specialty Insurer

JUNE GO-LIVE 🎯

We have been engaged to build a **Customer Engagement Portal** for a **coastal specialty insurer**. Customers will gain seamless access to policy and claims information and document downloads — powered by custom development and AI capabilities — with a mission-critical June launch timed before hurricane season.

Our entry point is the customer portal, with a long-term strategy to expand the relationship.

🏆 CREDIT WHERE IT'S DUE

Big shoutout to **our account executive** for securing this engagement!

PROJECT TEAM

12-person delivery team, named individually in the original

EXPANDING PARTNERSHIP

🚗 Regional Carrier — Commercial Auto

36 STATES · ~1 YEAR

We are executing a full **Commercial Auto Implementation and 36-State Rollout** for a regional carrier — a year-long engagement leveraging our new **accelerator tools**

and cross-functional flexibility to drive delivery excellence.

This builds on strong existing momentum with this client and is positioned to deepen and further expand our long-term partnership.

PROJECT TEAM

15-person delivery team, named individually in the original

ACCOUNT EXPANSION

🩺 Medical Liability Client — Expanded Services

STAFF AUG + QA

Our account lead announced a meaningful **expansion of our services** with a medical liability client. A **Business Analyst** joins the engagement, with four dedicated QA resources contracted for hands-on testing and script development.

Running in parallel, a separate team continues work on a platform upgrade — multiple active streams delivering value simultaneously. Further opportunities are anticipated.

> 🏆 **CREDIT WHERE IT'S DUE**
> **The sales team** is credited with closing this contract. Well done!

TEAM

Business Analyst plus four QA specialists, named individually in the original

SALES UPDATE

📈 Pipeline Activity & Future Opportunities

MOMENTUM ↑

Leadership highlighted a **stacked sales pipeline** — recent wins, new logos, account growth, active RFPs including a net new logo in the MGA market, and sustained market expansion efforts. The energy is high and the team is closing.

More announcements are expected soon. Leadership expressed deep appreciation for the team's commitment — with plans for more celebrations as new deals close.

> **"Stay tuned — the bells will keep ringing."** 🔔
> The pipeline is loaded. The team is delivering. More wins are on the way.

YOUR COMPANY

INSURANCE TECHNOLOGY CONSULTING

Sent to the team as part of our Bell Ringing recognition series.
Celebrating the wins that move us all forward.