



While Micros Retail Systems, Inc. helps keep cash flowing in restaurants like The Spirito Grill in Weehawken, N.J., Alex B. Leslie, Jr., left and this page, protects the company's business with a comprehensive property-casualty insurance package from The Hartford. Weehawken-based Micros Retail Systems distributes point-of-sale systems to restaurants throughout New York, New Jersey and Pennsylvania. Leslie, senior marketing manager for The Scirocco Financial Group, Inc. in Hasbrouck Heights, N.J., works with Micros Retail Systems' owners, left to right, Nestor Olesnycky, Ivanka Olesnycky and Lubodar Olesnycky.

Growing the business, shortening time

Small-business owners want to spend their time becoming more successful, not worrying about insurance. That's what agents are for.

Agents, many of whom are small-business owners themselves, want to service their customers and grow their own businesses. They can't afford to spend all their time searching for the right coverages, filling out paper applications or waiting for pricing information. They need to run their businesses as efficiently as possible.

That's exactly what The Hartford's Electronic Business Center (EBC) enables them to do. It gives agents a complete resource for producing new business and managing current accounts—and doing both quickly. That includes everything from identifying future customers, to giving them expert price quotes, to answering current customers' questions. The EBC's online tools help them with every one of those processes right from their desktops.

The EBC also makes it easy for agents to give small-business customers the two things they need most: insurance tailored to their unique needs, and fast answers. That strengthens agents' relationships with their current customers. It also better prepares them to generate more business.

Fast, hassle-free service—what agents and customers want.