



SUBLYNK

How Accuserve Enabled 10x
Faster Contractor Onboarding
and 10x Less Churn

Case Study



BY NICK ALLAR

VP of Contractor Network
& Operations Strategy
at Accuserve



KEY STATS

>\$1.5MM
in added revenue

>\$1.5MM
in reduced OpEx

10x reduction
in contractor churn

10x faster
contractor
onboarding and
credentialing time

2x network size
without new resources

At Accuserve, contractors aren't just a network—they're at the heart of our operation to bring order back to homeowners after disaster strikes.

And as a key part of our growth, onboarding and credentialing them shouldn't feel like chaos.

Accuserve connects insurance companies with a vetted network of water mitigation, reconstruction, and roofing contractors across the US. Our goal is simple: put homeowners and insurance companies at ease with a Managed Repair Experience that addresses covered damages as quickly as possible.

But ensuring that Accuserve's large contractor network is sufficiently compliant—think up-to-date credentials, background checks, insurance, and business history—can feel like a Herculean task that scares contractors away.

At least, it used to feel that way.

Stemming the tide of contractor churn

When I first began managing Accuserve's contractor network, our team tried tackling compliance and background checks in-house, and even experimented with third-party vendors. But we quickly realized how time-consuming it was, including the labor and effort required to address the little details.

For one thing, communication was difficult to streamline. There were many email-based interactions, PDFs sent back and forth, and we manually tracked minute details ourselves. Then, we needed someone to manually review each contractor's certificates of insurance and background checks, which meant making phone calls to vendors and other providers, and responding to contractors asking for missing information.

We thought partnering with other vendors would help us streamline this. It didn't. It still took upwards of three months to get a new contractor activated. By then, many had lost their initial excitement and were no longer interested in partnering with us. This ultimately led to slow expansion and contractor churn, which didn't allow our business to scale.

Accuserve needed a straightforward solution that would stand up quickly and be easy for everyone, especially our contractors.

It didn't take long after finding Sublynk to realize it was a perfect fit.

A seamless integration brings immediate feedback

We were hesitant at first to try another onboarding and credentialing partner. But from day one, Sublynk has delivered on all fronts for Accuserve.

To start, I was impressed with how quickly Sublynk became part of our tech stack. It easily integrates with our internal tools to automate every step of the contractors' onboarding and credentialing process. This lets us quickly determine if a contractor is compliant or help them fix what's missing so they can focus on delivering great work.

This has helped to improve the efficiencies of our network, add new contractors quickly, and maintain compliance across our network.

Onboarding and credentialing down from three months to days

Contractors are busy and want to be out in the field—not going back and forth on paperwork for months.

With Sublynk, we've helped contractors submit their information quickly without them struggling with missed emails, long communication gaps, or feeling left in the dark. This ultimately reduced our onboarding time requirements from 90–120 days to our current average of less than 9 days (and in some cases, less than 24 hours).

This speed to onboard has also helped Accuserve enter new markets faster, win more business, and attract higher quality contractors since we can offer more revenue opportunities and get contractors to work quicker.

Growing contractors, not our recruitment team

Last year, we thought we'd have to double our recruiting team to hire more contractors.

But Sublynk made everything easier. In the past 12 months, we've more than doubled the number of new contractors in our network, all without increasing our recruitment labor force. We've also cut contractor churn by 10x.

Raye Dopson, our head of contractor recruiting at Accuserve, told me that some skeptical contractors have become raving Sublynk fans. They've said it was the easiest and most efficient process they've ever been through with a credentialing program, and they plan to recommend it to other networks and contractors they work with.

That's a huge win, both for Accuserve and our carrier partners.

Slashing manual labor and effort

Sublynk automates nearly our entire onboarding and compliance process, which has dramatically cut the labor burden for our team.

Before Sublynk, we needed anywhere from four to five full-time vendor managers to deal with the details: think compliance information, checking emails, and going back and forth with contractors to fix little details.

Today, we only need half a full-time employee for a network twice as large. This gives us cost savings, labor savings, and time savings that we can invest in other tasks.

A relationship that keeps on giving

Insurance and compliance don't usually excite people, but Sublynk has changed that for Accuserve. The ability to quickly onboard contractors, expand into new markets, and maintain a highly compliant and engaged network has streamlined operations and solidified our position as a superior partner to both insurance carriers and contractors.

The ROI we've seen with Sublynk truly speaks for itself. But Raye and I believe that qualitative metrics matter, too, because Sublynk is a genuine partner for Accuserve. We both believe it has evolved our network and our network strategy in ways we never anticipated a year ago.

Modern Onboarding
& Compliance
for the restoration industry

[Schedule demo](#)

