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TRIANGLE
BUSINESS LEADERS

ALWAYS ON CALL

ACF Insurance Services finds the best possible insurance rates while providing old-fashioned customer service clients appreciate.

Call ACF Insurance Services, and a real person will answer the phone—either Matt Alala, its president, or one of his employees. That is unusual in an industry dominated by big insurance companies, where customer service calls often result in long holds followed by conversations with strangers. ACF Insurance, on the other hand, knows its clients personally.

“We will always answer the phone,” Alala says. “We’re competing against online providers, so it’s important that we form relationships with our customers and be there when they need us. Calls going directly into a voicemail system is not how we do business, and we never will.”

With offices in Raleigh and Garner, ACF Insurance stands out among insurance brokers. It has the bandwidth and experience to fetch exceptional rates in auto, home, and business insurance, among many other coverages; yet it is not so big that its president cannot help customers directly.

“We like to call it old-fashioned customer service,” Alala says. “It’s about treating others the way you’d want to be treated.”

GOING THE EXTRA MILE

Choosing an insurance plan can be a daunting task. The myriad plans and carriers available

make it hard for the average person to find coverage that best suits their needs. ACF Insurance alleviates that burden: Its agents excel at sorting through plans and uncovering discounts that amount to quality coverage and competitive rates for clients.

When it comes to auto insurance, ACF Insurance agents find affordable plans not only for people with perfect credit and spotless driving records, but also for those with poor credit or multiple insurance points and violations. ACF Insurance will even go the extra mile by shopping around for better rates prior to a customer’s plan renewing—a time-consuming service most insurance agencies and larger carriers do not offer.

The company also provides multiple payment options to accommodate customers’ needs and situations, and it communicates regularly via text, phone, and email while offering e-signature technology to save a trip to the office. It is no wonder some customers end up staying with the company for decades—another rarity in the insurance industry.

Alala says his staff is the secret to ACF Insurance’s success. “Our people make it happen,” he says. “My staff provides the kind of service that’s helped us retain some of the same clients for over 25 years.”



Matt Alala, President

Alala himself has been with the company for decades. He started at the bottom by taking out the trash, cleaning toilets, and filing while working his way up to becoming an agent and eventually managing the company. He became president in 2010 and has since grown the company while ushering in new technology that’s helped maintain its competitive edge. But just because he is president doesn’t mean he’s hiding in a corner office. “I’m still answering phones, taking payments, and filing,” he says. “I like what I do, and I care about my customers and staff, so I’m always here if they need me.”



Raleigh Staff (l-r): Rebecca McLean and Cathy Brown.



Garner Staff (l-r): Dawn Hodge, Pamela Gordon, Matt Alala, Yolanda Baines, and Madison Williams.

Photos by Madison McCart Photography

4634 Capital Boulevard | Raleigh, NC 27604 | 919-878-7786
1545 U.S. 70 W. | Garner, NC 27529 | 919-661-1100
acfinsurance.com