

Property and Casualty

A Director of Agency Distribution transforms the company's sales organization

Situation

The Director of Agency Distribution for a leading Property and Casualty company wanted to help its agents identify additional needs and cross-sale opportunities. They were attempting to do this by increasing the frequency of use for their proprietary client questionnaire.

Critical Issue

The company invested heavily training its P&C agents how to use the questionnaire. Agents still struggled. They had difficulty providing answers to common client questions and objections. As a result, both usage of the questionnaire and cross sales were well below expectations.

Reasons/Causes

Agents weren't practicing what they were learning often enough and would forget critical information.

Some studies suggest that people forget half of what they learn in just 48 hours; and another quarter within weeks.

As a result, agents rarely attempted to cross sell their clients. Worse, if client questions or objections embarrassed them, they stopped trying altogether.

Vision

The company made a bold decision. It would combine the client questionnaire with a web-based tool. This web-based system could recommend education pieces that agents could:

- 1) Assemble into a client presentation
- 2) Answer questions
- 3) Overcome objections
- 4) Give agents a "track to run on" for their client meetings.

Our Solution

We developed a web-based version of the client's proprietary client questionnaire inside our product. Then integrated it with our product content. We automatically matched client concerns with proposal and educational materials using a rules-based engine.

Now, agents could quickly and easily assemble client presentations that matched client needs.

Results

The company was able to launch its custom, web-based needs evaluation tool for a small investment.

Advisys educational content gave them the knowledge they needed at their fingertips. Agents were better prepared to answer questions and overcome objections.

With each success their confidence grew. The company's sales grew as well.

The company also streamlined compliance using our patented Compliance Center. Using Advisys, the company is now able to easily manage the content available to agents. Advisys assures the information is always up-to-date through routine updates.

The best part? Other than the standard annual license fee, there is no extra cost to the client for this compliance service.