

DISTRIBUTOR USER EMAIL MARKETING CONTENT

Mo.	Date	Business/Use Case/Feature		Email Title	Email Content
April	8	General Use	Global Search	Can you locate current In Force Policy Information in less than 5 seconds!	<ul style="list-style-type: none"> • Are you tired of waiting in phone ques and searching through multiple Carrier websites? • NIC - One website - One Log In - Multiple Carriers - Your In Force Book
	15	Managing Your In Force Book (Service Opportunities)	Explore Your In Force Book	Can you sort and organize your book by carrier, product types, important dates and other attributes?	<ul style="list-style-type: none"> • Updating and managing large volumes of data requires a full time, focused and expensive resource. • NIC - easy to use tools to search and segment and mine your data
	22	Policy Services (Sales Opportunities)	Mining Your Book	Are you able to mine your in force book of business for new sales opportunities.	<ul style="list-style-type: none"> • Leveraging your in force book for new sales not only drives new premium, it helps retain clients and Agents • NIC - easy to use tools to monetize your in force book
	29	Digital Engagement (with Agents)	Exploring Your Agents	Can you easily access your Agents and their in force book?	<ul style="list-style-type: none"> • Keeping track of individual Agents and their production is a full-time job • NIC - single view of your agent and their in force book
May	6	General Use	Book of Business	Do you have easy access to a single and current view of your in force book of business?	<ul style="list-style-type: none"> • Are you spending time merging spreadsheets and manually updating information? • NIC - One website - Daily Policy Updates - Multiple Carriers - Your In Force Book
	13	Managing Your In Force Book (Service Opportunities)	Policy Segmentation & Lists	Can you segment your book by carrier, product type, face and premium amounts as well key dates and other attributes ?	<ul style="list-style-type: none"> • Sorting and organizing large volumes of data into meaningful segments requires a full time, focused and expensive resource. • NIC - easy to use tools to sort and filter your data by virtually every single policy attribute
	20	Policy Services (Sales Opportunities)	Term Renewals	Are you automatically notified about upcoming term renewal opportunities?	<ul style="list-style-type: none"> • Tracking your in force book to make sure you don't miss term renewals is tedious and time consuming and often gets missed! • NIC - access to term renewals with the click of your mouse!
	27	Digital Engagement (with Agents)	Agent Invites	Are your Agents able to access a single, multi-Carrier view of their in force book of business?	<ul style="list-style-type: none"> • Providing Agents with access to their in force data is very expensive, complicated and requires a tremendous ongoing effort. • NIC - enable your Agents with access to their in force book with a single click of your mouse!
June	3	General Use	Agent Management	Can you easily access a single view of your Agents in force book of business?	<ul style="list-style-type: none"> • Are you spending time merging spreadsheets and manually updating information? • NIC - One website - Single View of Your Agent and their Book!
	10	Managing Your In Force Book (Service Opportunities)	Policy Watch	Are you automatically alerted when there is a policy change?	<ul style="list-style-type: none"> • Keeping track of policy changes and Carrier notices is a full time and never ending job • NIC - automated alerts whenever there is a policy change
	17	Policy Services (Sales Opportunities)	Term Conversions	Are you able to easily locate policies impacted by conversion opportunities?	<ul style="list-style-type: none"> • Identifying term conversion opportunities can be very time consuming • NIC - easy to use tools to identify term conversion opportunities
	24	Digital Engagement (with Agents)	Sharing Sales Opportunities with Agents	Can you mine your Agents in force book and easily share new sales opportunities	<ul style="list-style-type: none"> • Supporting your Agents to drive new premium from their in force book is a time consuming and overwhelming task • NIC - Tools to mine your Agents in force book and share sales opportunities with a click of your mouse!
July	8	General Use	Data Insights	Are you searching through multiple websites and spreadsheets looking for new sales opportunities?	<ul style="list-style-type: none"> • Your in force book contains a goldmine of opportunities, if you are not mining them, someone else just might! • NIC - Automated - In Force Policy Analytics - Sales Opportunities.
	15	Managing Your In Force Book (Service Opportunities)	Product & Industry Changes	Can you easily identify policies impacted by Industry or Product changes?	<ul style="list-style-type: none"> • Notifying your partners and Agents about important product and industry changes that impact their clients is a full time job! • NIC - tools to identify impacted agents and clients - automated communications and alerts
	22	Policy Services (Sales Opportunities)	Life Settlements	Are you able to easily locate policy owners that may be interested in a life settlement?	<ul style="list-style-type: none"> • Identifying policies that are potential candidates for a life settlement is time consuming and often overlooked • NIC - easy to use tools to identify life settlement candidates
	29	Digital Engagement (with Agents)	Targeted Broadcasts to Your Agents	Can you segment your Agents and communicate with them based on their in force book?	<ul style="list-style-type: none"> • Managing multiple Agents to help mine their data and identify new premium opportunities is simply not scalable. • NIC - easy to use tools to mine the in force book and share sales opportunities with all of your agents - with the click of your mouse!
August	5	General Use	Notifications	Are you missing out on important policy events and changes?	<ul style="list-style-type: none"> • Tracking policy events and changes can be very time consuming and often requires multiple systems, people and processes • NIC - one website - track in force policy events and changes across your entire book
	12	Managing Your In Force Book (Service Opportunities)	Policy Event Management	Are you automatically reminded regarding Policy Anniversaries?	<ul style="list-style-type: none"> • Tracking policies for important dates and events is a full-time job! • NIC - automated alerts whenever there is an important policy event
	19	Policy Services (Sales Opportunities)	Long Term Care Riders	Are you able to identify policies with insufficient long term care riders	<ul style="list-style-type: none"> • Identifying policies that may lack sufficient long term care riders is very important but difficult and time consuming • NIC - easy to use tools to identify impacted policies, clients and agents
	26	Digital Engagement (with Agents)	Online Advertising	Can you promote your products, services and events to your Agents online?	<ul style="list-style-type: none"> • NIC makes is easy to promote your products, services and events online to all of your Agents
September	2	General Use	Agent Chat	Can you chat with your Agents, or groups of Agents online?	<ul style="list-style-type: none"> • Ensuring your communications are relevant and timely is important for Agent retention and productivity • NIC - targeted communications with sales and service opportunities for all of your Agents
	9	Managing Your In Force Book (Service Opportunities)	COI Increases	Can you easily identify policies impacted by COI Increases?	<ul style="list-style-type: none"> • Keeping track of COI increases and alerting impacted Agents and clients is a full-time job! • NIC - tools to easily identify impacted clients and their Agents
	16	Policy Services (Sales Opportunities)	Paid to Date	Are you able to identify policies based on their paid-to-date?	<ul style="list-style-type: none"> • Keeping track of important dates is tedious and time consuming and often forgotten • NIC - tools to quickly sort and segment your book based on the paid-to-date
	23	Digital Engagement (with Agents)	Document Sharing with Your Agents	Can you share documents with your Agents through as secure channel?	<ul style="list-style-type: none"> • Using multiple document sharing services makes it difficult for Agents to organize their documents and email is simply not secure. • NIC - share sensitive documents with one or multiple Agents with a single click of your mouse. Provide your Agents with a single, secure document repository for all of their client documents.