



Time to move from filling a pipeline to expanding upon your network

The pipeline business model that the insurance industry has historically used no longer matches the demands of the modern consumer. According to Geoff Parker, Dartmouth College Director of Master of Engineering Management Program, and author of *Platform Revolution*, the old-school linear process is no longer optimal because consumer expectations are so high due to innovation and automation across all industries and markets.

With the use of a platform, the insurance distribution network gets “a place to capture, analyze and exchange huge amounts of data that increases the value to all,” says Parker. Greater accessibility to data allows all parties to focus on their strengths and capitalize on potential sales and service opportunities in ways they have historically not been able to do...

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Your account and dashboard within NIC offers the ability to easily access In Force data for developing cross-selling opportunities, and strengthening communications. Take five minutes to activate your dashboard. [Click here](#) to get started. Your data is ripe for the picking!



Mining your business

In a study by *Marketing Metrics*, researchers found the probability of selling to an existing customer is 60-70%. Compare that with a 5-20% probability of selling a new prospect and you'll see compelling reasons for mining your own business for more business.

Organic growth can deepen the strength and sustainability of your client base while providing cross-selling opportunities. Wendy Maynard of *Kinesisinc.com* has identified an effective methodology for uncovering additional opportunities to serve and add value to your existing relationships:

- Develop a systematic sales process
- Educate your clients on your offerings
- Make everyone a salesperson
- Provide amazing customer service
- Set up a customer retention program

The details of each step can be found in Maynard's complete article ([click here](#)). But before you take these steps, you have to have your In Force data organized in one multi-carrier format.

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“It literally takes less than 10 seconds to locate my clients’ in force policy data with NIC.”

Marc Schwartz, Windsor Insurance Agent & Principal

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Keeping communications alive ~ no green thumb required

As we have seen with the recent pandemic, traditional customer support and client communication had to be quickly tweaked to meet the touchless business environment the world was thrown into. Reaching out in one form or another has been shown to be the tipping point between retention and business loss.

In May 2020, LIMRA did a survey, Consumer Sentiment in the Time of COVID-19. They found a direct correlation between customer satisfaction and personalized contact with the insurance company and agents. As reported in NAILBA’s *Perspective Q3 Special Edition*, “Confidence among

policy owners in May 2020 is highest for those who have had personalized contact with the insurance company and their agents.” In fact, 83% of those that were surveyed and had received personalized contact reported being extremely satisfied’ with contact.”

Creating lists and developing campaigns for ongoing communication no longer has to be labor-intensive. Through your NIC dashboard, you and your marketing team can instantly create direct messaging, broadcasts and strategies to keep the communications going with your clients.

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Picking through data no longer has to be labor-intensive. Your NIC platform does the heavy lifting for you. Get your dashboard set up today. It just takes five minutes.



NIC
Organic Growth Platform

Customer Service email:
Customer Service phone:

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