



aspire
by **impowersoft**[®]

WELCOME TO THE FUTURE

WILL YOUR
AGENCY BE ABLE TO
COMPETE ...

IN THE YEAR
2020?

WELCOME TO ASPIRE

A REVOLUTIONARY INSURANCE AGENCY MANAGEMENT SYSTEM

How Insurance Agents will need to Conduct Business in the Future in Order to Compete and Survive

If the changes of the last decade are any indication of what's to come, then insurance agents need to be ready to adapt in order to survive through this decade. Gone are the days when you established long-term, meaningful relationships with a majority of your clients. Today, insurance is becoming even more retail and talking to people on the phone or having face-to-face meetings is slowly fading as a means of communication. In this fast-paced society, people feel more efficient communicating through text messaging or social networks and they can just as easily meet with you virtually, saving time and money for everyone involved.

Example: "Twenty-one touches per year." Most of us in sales know that is the statistical average number of times you and your company need to interact with a client in order for the client to associate a particular word with you. In our case, the word is "insurance." However, if you call or visit your clients this often today, you will risk losing them on renewal due to your pestering. You need to get creative and connect with them on different levels such as social networks, email marketing programs and text messaging in order to limit the number of phone calls and visits needed to reach the objective.

Here is what you need to equip yourself with:

Build a plan to handle leads and implement a lead management system to help automate and guide your sales staff so they can spend their time on selling.

Virtual meetings and events open doors to business opportunities you may have never thought possible just a few years ago so begin experimenting with them now.

Participating in social networks is no longer optional. It's a must.

Your prospects and customers want to do business with you on their own terms so you need the ability for them to quote or manage their policy through your website.

Information should be at your fingertips at all times so begin to use Cloud Computing to access from your mobile device.

If you partake in Search Engine Optimization (SEO) and/or Search Engine Marketing (SEM) activities, soon you will need to have separate campaigns just to attract mobile searchers. If you do not use the web to attract customers, you are already behind.

Expand your service area. Use the Internet to broaden your range of prospects to neighboring states and beyond. These days, leads can come from anywhere with the power of search engines.

Think of ways to connect with your audience in different ways and on multiple levels. Be considerate of their time and remain tactful in your approach.

Even job seekers in the future will look for employers who are utilizing modern tools to help them do their job better and faster. Mobile, Internet and video technologies will highly increase efficiency, productivity and, at the end of the day, profitability.

Learn about and take advantage of what today's technologies have to offer, stay abreast of the changes happening around you and plan on evolving you and your business to stay ahead of the curve. The good news is that all of this is possible with the right attitude, people and tools.

The following is an excerpt from a blog article written by Impowersoft's CEO. All rights reserved. To read the article in its entirety, visit this URL: <http://blog.impowersoft.com>

Agency Management

Application Submission Management
Premiums/Commissions Tracking
Market Appetite Management
Standard & Graphical Reports
Policy & Claims Tracking
Google Maps Integration
Online Customer Portal
Intuitive User Interface
Carrier Downloads
ACORD Forms
Audit Logs

CRM

Customer Relationship Management

Calendar
Fax Integration
Executive Dashboard
Internal Instant Messaging
Robust Searching Capabilities
Document & Task Management
Customizable Fields & Dropdowns
Enhanced Communication via Email, SMS/Text Messaging

Marketing

Ad-hoc & Automated SMS/Text Msg
Ad-hoc & Automated Newsletters
Social Media Integration with:
- Facebook - Twitter - LinkedIn
Email Blast Capabilities
Real-Time Surveys
Lead Management
Drip Marketing
Mail Merge




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Aspire was developed under the careful direction of successful agency operators, automation experts and sales/marketing gurus, all with extensive experience within the insurance industry, both on the agency and carrier levels. Their vision was to create the most robust system in the marketplace which would automate many processes and provide a system for now and the future. Only the latest technologies and features were included in addition to the many elements we ourselves pioneered.

Aspire has been designed to assist agencies better manage their clients and employees. Based on our complete Customer Relationship Management system, it helps agencies with their day-to-day business activities in many unique ways. This product allows agents to enhance productivity, increase efficiency, market to their clients like never before, and allow for a constant connection to their office from anywhere in the world.

ABOUT ASPIRE

WHAT CAN ASPIRE DO?

Impowersoft develops ground breaking applications and provides innovative services for the insurance industry. In addition to Aspire, our insurance agency management system, the company also provides the following services for insurance agents and agencies:

- **Custom Website Design**
- **Mobile (WAP) Website Development**
- **Search Engine Optimization Consulting**
- **Search Engine Marketing Campaign Management**
- **Corporate Branding Services**
- **Mobile Application Development**
- **Various Custom Automation Services**

and more

ABOUT IMPOWERSOFT

We are
Breaking
New
Ground.
Its Time
to Set
New
Standards.

Welcome to **Tomorrow**. Welcome to **Aspire**.



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