

With over 100 licensed agents, **contact us** first for sales, service and appointment setting!

Overview

Influent is a leading global provider of multi-lingual outsourced sales and service solutions. Our focus on scalable and repeatable best practices has enabled us to grow our client's licensed insurance programs successfully, while maintaining the highest quality and compliance standards.

Licensed Agents

Influent approaches agent development differently from most other companies. We prefer to "grow" insurance agents rather than hire them. The key to success is to identify the right aptitude and talents then provide a career path – on an invitation only basis – to advance from a telephone representative to a licensed insurance agent.

We have extensive experience in one-tier and two-tier programs. For many insurance products, the two-tier approach creates the greatest efficiencies by using trained sales representatives to generate qualified leads, then having a licensed agent validate and confirm the sale. When licensed agents spend less time qualifying leads and more time closing sales, it increased efficiency, with the cost savings going straight to our clients' bottom line.

Differentiators

- Active insurance licenses in 49 states and D.C. – including Life & Health, Property & Casualty and Limited Line Credit.
- Average first time state exam pass rate of 75%, well above the national average of 61%.
- Proprietary software to link program management with licensing and appointment databases to ensure regulatory compliance.
- Over 2.5 million contacts made last year, producing 177,950 insurance product sales and generating over \$32 million in annual premiums.

Insurance Program Expertise

Influent's staff of insurance experts has experience with a wide range of products and offers for life and health and property and casualty sales, agent appointment setting and policy ex-dating.

The Client's Challenge

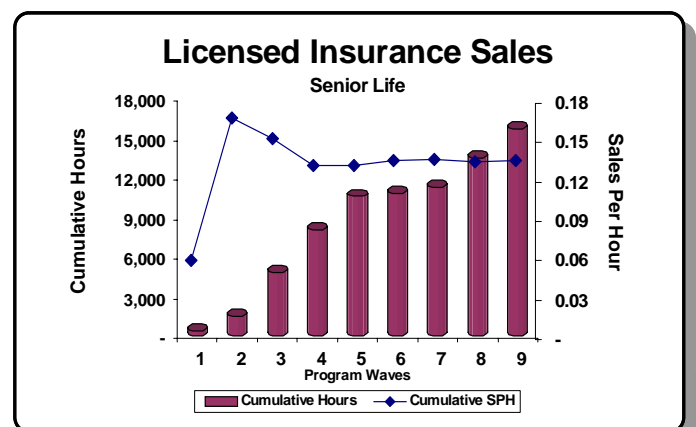
One of the nation's largest insurance companies, a brand name in life and health insurance, approached Influent as it sought to revamp its direct marketing efforts. The client required a teleservices partner that could handle a diverse array of programs and varying call volumes. Products ranged from juvenile and senior term life to income protection to policy cross-selling and even affinity marketing programs. Their volumes increased ten-fold on a month-to-month basis according to their marketing plans.

Influent Produces Results

What started as a test with Influent handling 10% of their call volume has since grown to an 80% volume allocation due to the strength and quality of Influent's front-end and back-end results. Sales conversion has consistently exceeded client objectives for over three years, even as program hours increased dramatically.

Learn More

With well over a million hours of insurance sales experience, call us today at 1.800.856.6768 or visit our website at www.influentinc.com to learn more about how Influent's licensed agents can successfully generate insurance leads and premiums for you.



"The major reason we work with Influent is that you give us the "red carpet" treatment...you have the best group of reps I've ever worked with in my [20 years of] experience."

Vice President
Leading Insurance Company