

A B C D

#07061978

neon



by b atomic!

SUPER POWERED • AGENCY READY • PUSH-BUTTON EASY

- NONE DETECTED
- ACTIVATE
- DISARM



benefits

- The **neon** app from **b atomic!** comes pre-configured and ready for Independent Agencies and Brokers sales and service
- Agency Management System (AMS) agnostic, meaning we connect and/or move data between *any* AMS
- No third party, implementation partners needed
- Lead, Opportunity and Case subtypes built for insurance

Which means

- Speed to value for users. Go live in days, not months
- Less people doing more. Licensed employees spend time creating customer value instead of processing high volume insurance request
- Sales: Speed to sale
- Service: Lower cost of service
- Customer Experience: enterprise-level feel

Compatible Clouds

- Service Cloud Enterprise (SC)
- Financial Services Cloud (FSC)



Phone/Text/Email/Web Integration

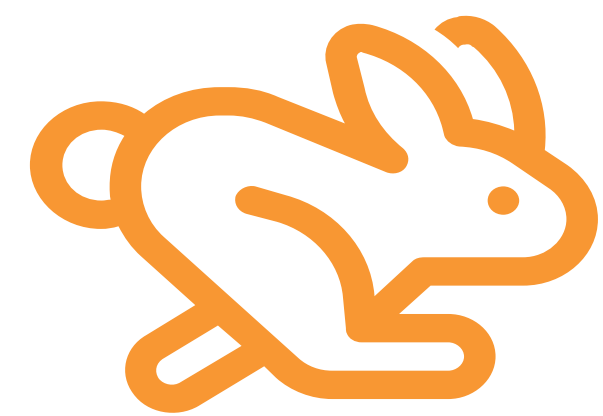
75% of insurance buying decisions start online and 99% of prospective buyers conversations happen via email, phone or text. By connecting digital insurance assets like web, marketing and forms to lead funnels, no prospect is missed. And when your sales people get integrated talk, text and email inside their CRM, workflows and processes improve, go faster and reduce acquisition cost. Plus, prospective customer conversations are a valuable data asset that become part of the agency's marketing automation, data model and performance strategy.

- Connect website, social and digital marketing assets to your lead funnel
- Route leads and notify managers when leads come in
- Utilize reports to optimize marketing expense and lead performance



Insurance sales requires industry-specific processes, forms and information collection. The **neon** app from **b atomic!** comes loaded with Opportunities Subtypes pre-built for the most common insurance purchases including Commercial, Personal, Health, Life, and Medicare. Do it yourself or use our internal team to customize Opportunities to fit each user's use case. Never depend on expensive implementation partners again.

- Opportunities Subtypes with insurance fields and objects meant to collect insurance line-specific information
- Access AMS data on existing accounts
- Export to raters for speed-to-quote advantage
- Collect carrier response data for comparison and benchmarking



service

AMs manage policies, CRMs manage processes. High volume, no-margin insurance requests require that agents and brokers constantly staff to process. The **neon** app allows customers to create Cases 24 hours a day, organizing them in cues for internal or third party teams to process. This means customers get faster service while keeping 1) headcount low and 2) focused on the cases that drive customer value while allowing others to focus on processing requests. The **neon** app even comes with **neon** Service Center (NSC), the industry's first independent Salesforce-connected service center that handles your processing work for as low as \$1/transaction.

- Customer Email/Text/Web to case and service cues
- 22 pre-built Case Subtypes with insurance workflows ready for the most common service requests
- A catalogue of automations to support enterprise-level customer experience and best-practices agency process and efficiency



65% of a CSR's time is spent handling seven processes. Time spent on these insurance requests prevent CSRs from working *with* and *for* the customer. These high volume, no-margin service requests slow down customer response and are the number one factor in CSR burn out. **neon** Service Center (NSC) allows users to export service requests to the industry's first Independent push-button Service Center. Scale service, not people— for as low as \$1/transaction.

Eligible service requests include

- Add/Remove/Quote-Driver
- Add/Remove/Quote-Vehicle
- Change Mortgagee/Leinholder
- Remarket Policy
- Cancel Policy

NSC packages starting at \$299/month

