



HawkSoft User Group

EMBRACING TECHNOLOGY TOGETHER

# **BUILDING A CLIENT ENGAGEMENT STRATEGY**

Part 1- Figure Out Where You Need Engagement

# HAWKSOFT USER GROUP (HUG)



Have questions... contact us!



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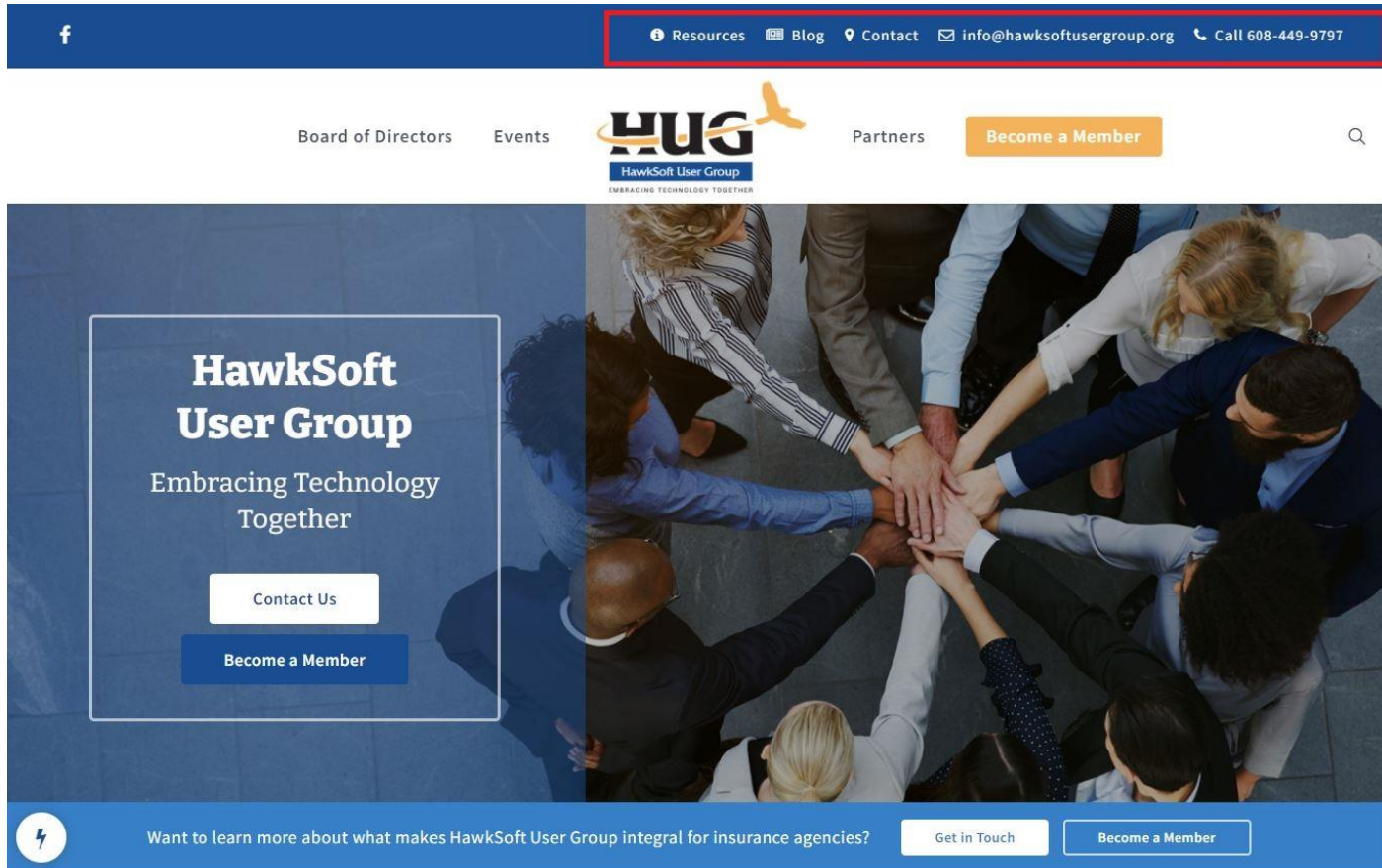
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# HUG WEBSITE

<http://hawksoftusergroup.org/>



**You're already a member, don't forget to enjoy the benefits!**

At the top, click **Resources** menu to see:

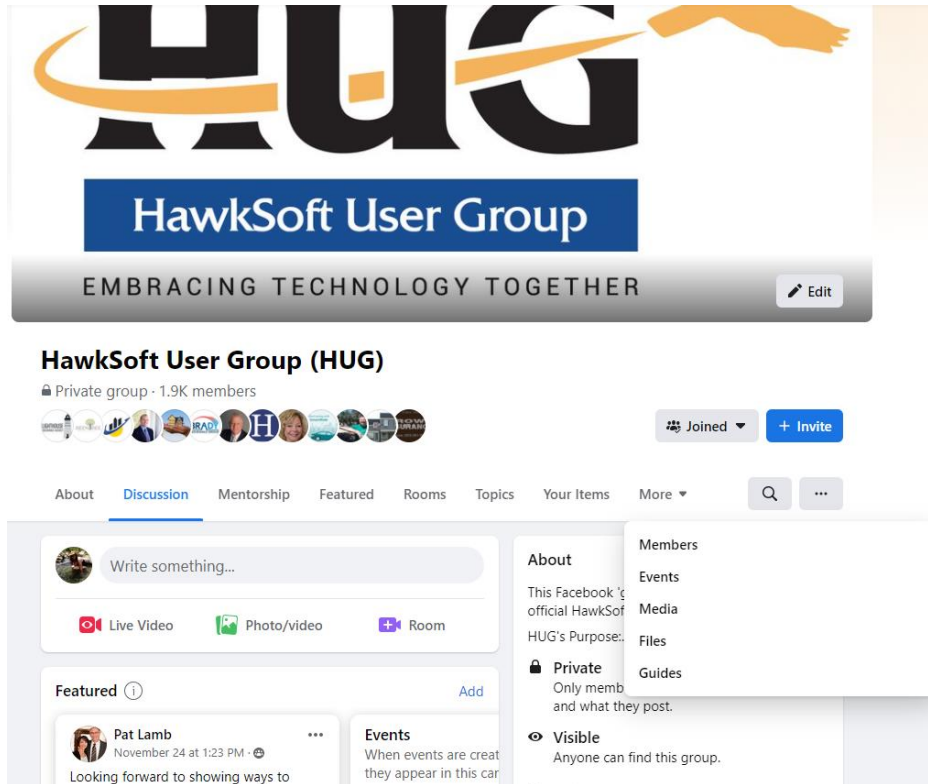
- Mentor Program
- Knowledge Library
- CMS Templates
- Upcoming Webinars
- Recorded Webinars Archive
- Customer Advisory Boards

# HUG FACEBOOK PAGE

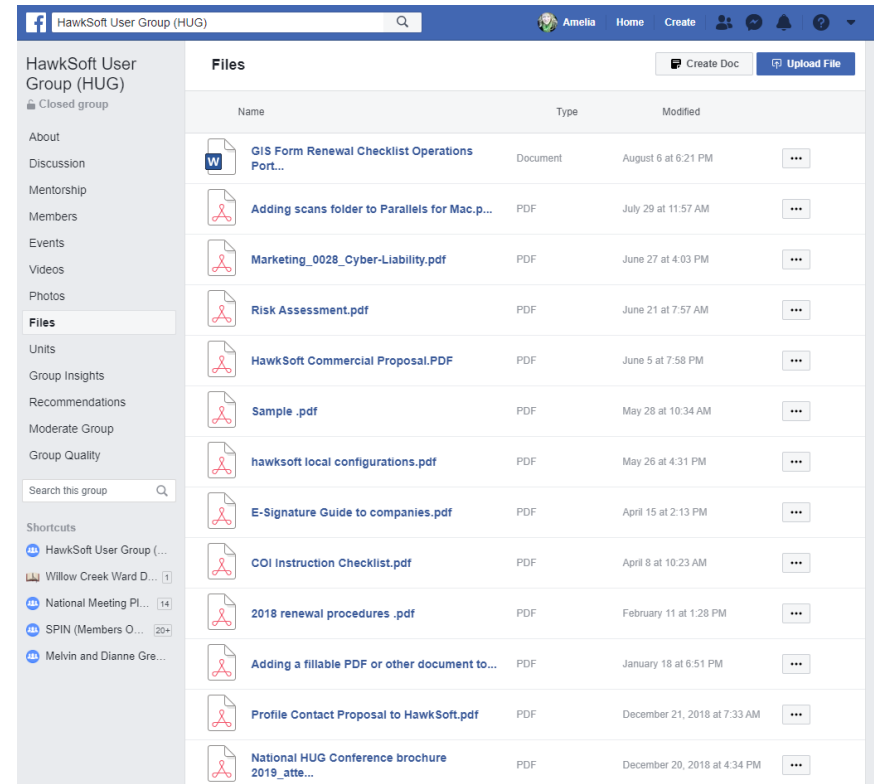
Over 2,400 members!



<https://www.facebook.com/groups/Hawksoft/>



The screenshot shows the top portion of the Facebook group page. At the top is a large cover photo featuring the HUG logo and the text "HawkSoft User Group" and "EMBRACING TECHNOLOGY TOGETHER". Below the cover is the group name "HawkSoft User Group (HUG)" and its status as a "Private group" with "1.9K members". A row of member profile pictures is visible, along with "Joined" and "Invite" buttons. Navigation tabs include "About", "Discussion" (which is selected), "Mentorship", "Featured", "Rooms", "Topics", "Your Items", and "More". A search bar and a menu icon are also present. Below the navigation tabs is a text input field for posting, with options for "Live Video", "Photo/video", and "Room". A "Featured" section shows a post by "Pat Lamb" from November 24. A dropdown menu is open over the "About" tab, showing options for "Members", "Events", "Media", "Files", "Guides", "Private" (Only members and what they post), and "Visible" (Anyone can find this group).



The screenshot shows the "Files" section of the Facebook group page. On the left is a sidebar menu with options: "About", "Discussion", "Mentorship", "Members", "Events", "Videos", "Photos", "Files" (which is selected), "Units", "Group Insights", "Recommendations", "Moderate Group", and "Group Quality". Below the menu is a search bar for the group. The main area displays a list of files with columns for "Name", "Type", and "Modified". The files listed are:

| Name  | Type     | Modified                     |
|---|----------|------------------------------|
| GIS Form Renewal Checklist Operations Port... | Document | August 6 at 6:21 PM          |
| Adding scans folder to Parallels for Mac.p... | PDF      | July 29 at 11:57 AM          |
| Marketing_0028_Cyber-Liability.pdf            | PDF      | June 27 at 4:03 PM           |
| Risk Assessment.pdf                           | PDF      | June 21 at 7:57 AM           |
| HawkSoft Commercial Proposal.PDF              | PDF      | June 5 at 7:58 PM            |
| Sample .pdf                                   | PDF      | May 28 at 10:34 AM           |
| hawksoft local configurations.pdf             | PDF      | May 26 at 4:31 PM            |
| E-Signature Guide to companies.pdf            | PDF      | April 15 at 2:13 PM          |
| COI Instruction Checklist.pdf                 | PDF      | April 8 at 10:23 AM          |
| 2018 renewal procedures .pdf                  | PDF      | February 11 at 1:28 PM       |
| Adding a fillable PDF or other document to... | PDF      | January 18 at 6:51 PM        |
| Profile Contact Proposal to HawkSoft.pdf      | PDF      | December 21, 2018 at 7:33 AM |
| National HUG Conference brochure 2019_atte... | PDF      | December 20, 2018 at 4:34 PM |



**CARLSBAD**  
**CALIFORNIA**

**April 3-5**

*Mark your calendars!*

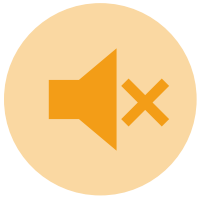
**HUG**  
NATIONAL CONFERENCE  
**2024**

**OMNI RESORTS**  
la costa | carlsbad



**Early bird pricing (\$399) ends November 10<sup>th</sup>** - <https://www.eventbrite.com/e/2024-hawksoft-user-group-hug-annual-national-conference-carlsbad-ca-tickets-601713821237>

# HOUSEKEEPING



- During the webinar, participants will be muted. Please ask your questions using the Q & A feature, NOT the chat.



- If you are having difficulties hearing the speakers, consider calling in on the phone for the audio rather than listening via your computer.



- We are recording the webinar and you will be emailed a link to the recorded webinar within 24 hours.

# Introduction of Presenter



**KARAMARIE MORTON**

Marketing & Organizational Development



# Today's Agenda

- Client Engagement- What is it?
- The Steps to Start Building A Client Engagement Strategy
- Homework!
- Questions



# CLIENT ENGAGEMENT

## What Client Engagement is Not?



# CLIENT ENGAGEMENT

## What is Client Engagement?

- The result of numerous interactions with clients through a variety of mediums in order to strengthen your relationship with a client.
- Clear, consistent and helpful communications with clients that demonstrates your dedication to their needs.
- Closely tied to processes and should be fully entrenched into processes.



**IT IS ABOUT RETAINING &  
MAXIMIZING THE VALUE OF YOUR CLIENTS!**

# CLIENT ENGAGEMENT

## Marketing

1. **Focus:** Marketing primarily focuses on attracting potential customers and creating awareness about a product, service, or brand.
2. **Goals:** The main goal of marketing is to generate leads, acquire new customers, and increase brand visibility in the market.
3. **Audience:** Marketing targets a broad audience, including potential customers who may or may not have prior interactions with the business.
4. **Strategies:** Marketing encompasses a wide range of strategies, including advertising, content marketing, social media campaigns, SEO, and more.
5. **Stages:** It typically involves activities at the top of the sales funnel, such as creating interest and consideration.
6. **Measurement:** Key performance indicators in marketing often include metrics like website traffic, lead generation, click-through rates, and reach.
7. **Initiative:** Marketing is usually initiated by the business to create awareness and drive customer acquisition.

## Client Engagement

1. **Focus:** Client engagement is centered on maintaining and deepening relationships with existing customers or clients.
2. **Goals:** The primary goal of client engagement is to build loyalty, trust, and long-term relationships with current customers, resulting in repeat business, referrals, and higher customer lifetime value.
3. **Audience:** Client engagement focuses on the customers who have already made a purchase or entered into a business relationship.
4. **Strategies:** Strategies for client engagement include personalized communication, support, feedback collection, client retention initiatives, and creating a positive customer experience.
5. **Stages:** It primarily addresses the middle and bottom stages of the sales funnel, nurturing and retaining existing clients.
6. **Measurement:** Key performance indicators in client engagement often include customer satisfaction, retention rates, customer lifetime value, and net promoter scores (NPS).
7. **Initiative:** Client engagement is initiated by the business to maintain and enhance relationships with its current customers.

# CLIENT ENGAGEMENT

## What Does It Look Like?

- How You Offer
  - Online Support & Customer Service
  - Email, VoiceDrops, Texts, Chatbots
  - Upselling and/or Cross Selling
- How You Respond to or Communicate
  - Reviews on a Third-party Website/Platform
  - Responding to Marketing on Facebook
  - Complaints & How to Grow From Them
  - Negative Reviews & How You Handle Them
  - Any of the Brand's Social Spaces & Website
- How You Encourage
  - Participation in Loyalty Programs
  - Utilizing Your Advisory Services



# WHY DO I NEED IT?

## PROFITS CAN INCREASE 25% to 95%!

- Effective client engagement strategies can lead to higher customer retention rates. Even a small increase in retention can have a significant impact on revenue. According to some studies, increasing customer retention by just **5% can increase profits by 25% to 95%**.



# HOW TO BUILD A CLIENT ENGAGEMENT STRATEGY



Client Loyalty, Retention & Referrals Begin With A Great Client Engagement Strategy!

**BE THOUGHTFUL. BE CLEAR.  
BE HELPFUL. BE CONSISTENT.**

**Great Client Engagement begins with  
RESEARCH**



# RESEARCH

Research helps insurance agencies understand their clients' needs, preferences, and behaviors, allowing them to tailor their engagement efforts to provide more personalized and meaningful interactions.

- **Market Research** | Analyze industry trends, competitive insights, and market dynamics to identify opportunities and potential gaps in client engagement strategies.
- **Client Surveys and Feedback** | Conduct client surveys to understand client satisfaction, preferences, and pain points. Analyze feedback and identify areas for improvement.
- **Competitive Analysis** | Study the client engagement practices of competitors in the insurance industry to gain insights into best practices and areas where your company can differentiate itself.
- **Data Collection** | Gather relevant client data, including policy information, claims history, communication preferences, and feedback. Collecting data from multiple sources, such as systems, surveys, and online interactions, provides a holistic view of the client.



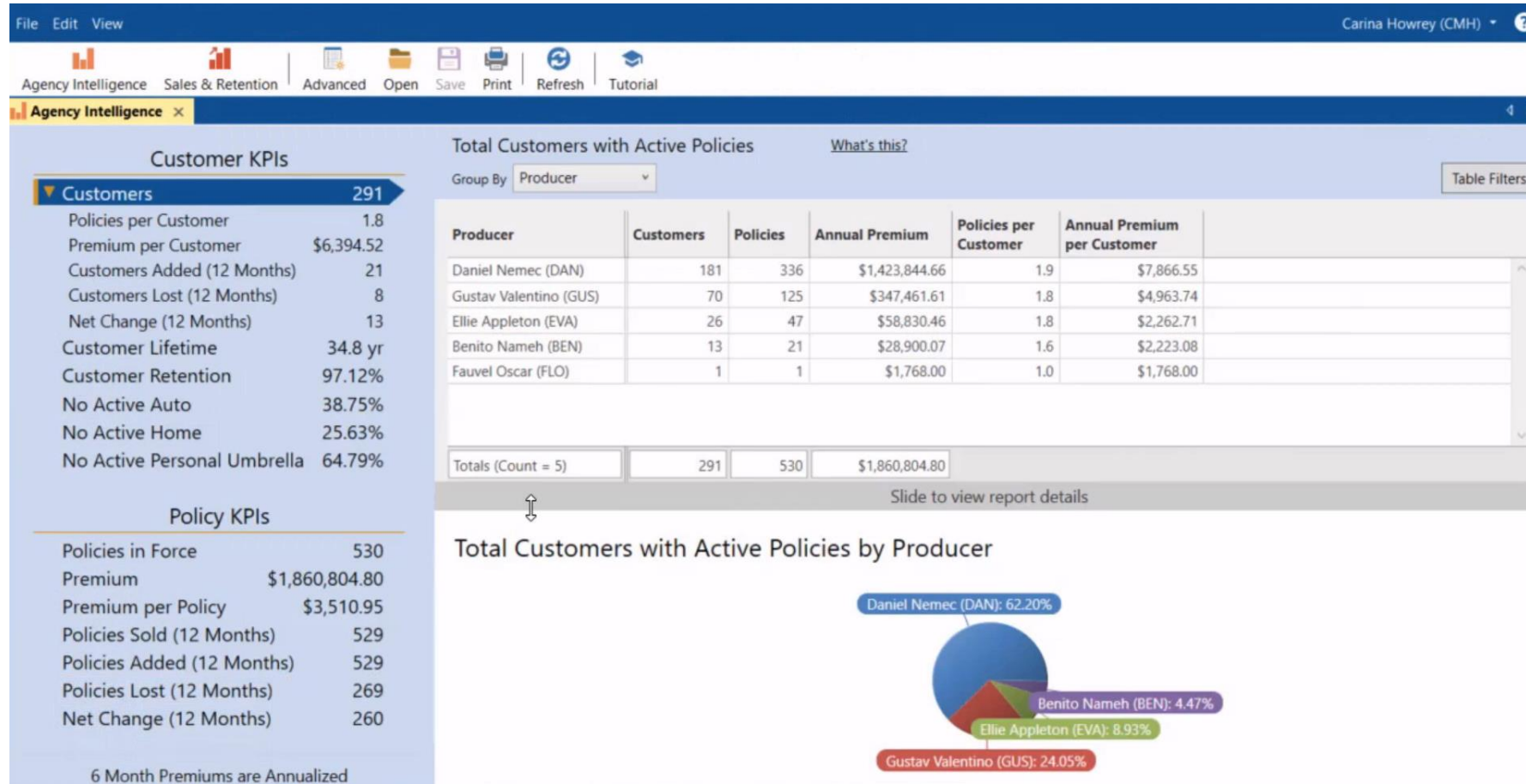
# ANALYZE

## Hawksoft (and Vendor) Data is Your Most Valuable Asset!

- **HawkSoft Reporting** | Agency Intelligence, Sales & Retention, Activities- Breakdown by Communication Logs, Suspense's- Breakdown by Categories, Advanced Reports- Expired, Status/SubStatus, etc.
- **Data Analytics** | Use data analytics and modeling techniques to identify patterns and trends in client behavior, including factors that influence client engagement and retention. Predictive Modeling, A/B Testing, Sentimentality.
- **Communication Channels** | Determine which communication channels clients prefer and use most frequently, whether it's email, phone, social media, mobile apps, or other platforms.
- **Benchmarking** | Benchmark your client engagement efforts against industry standards and best practices to assess your company's performance and identify areas for improvement.

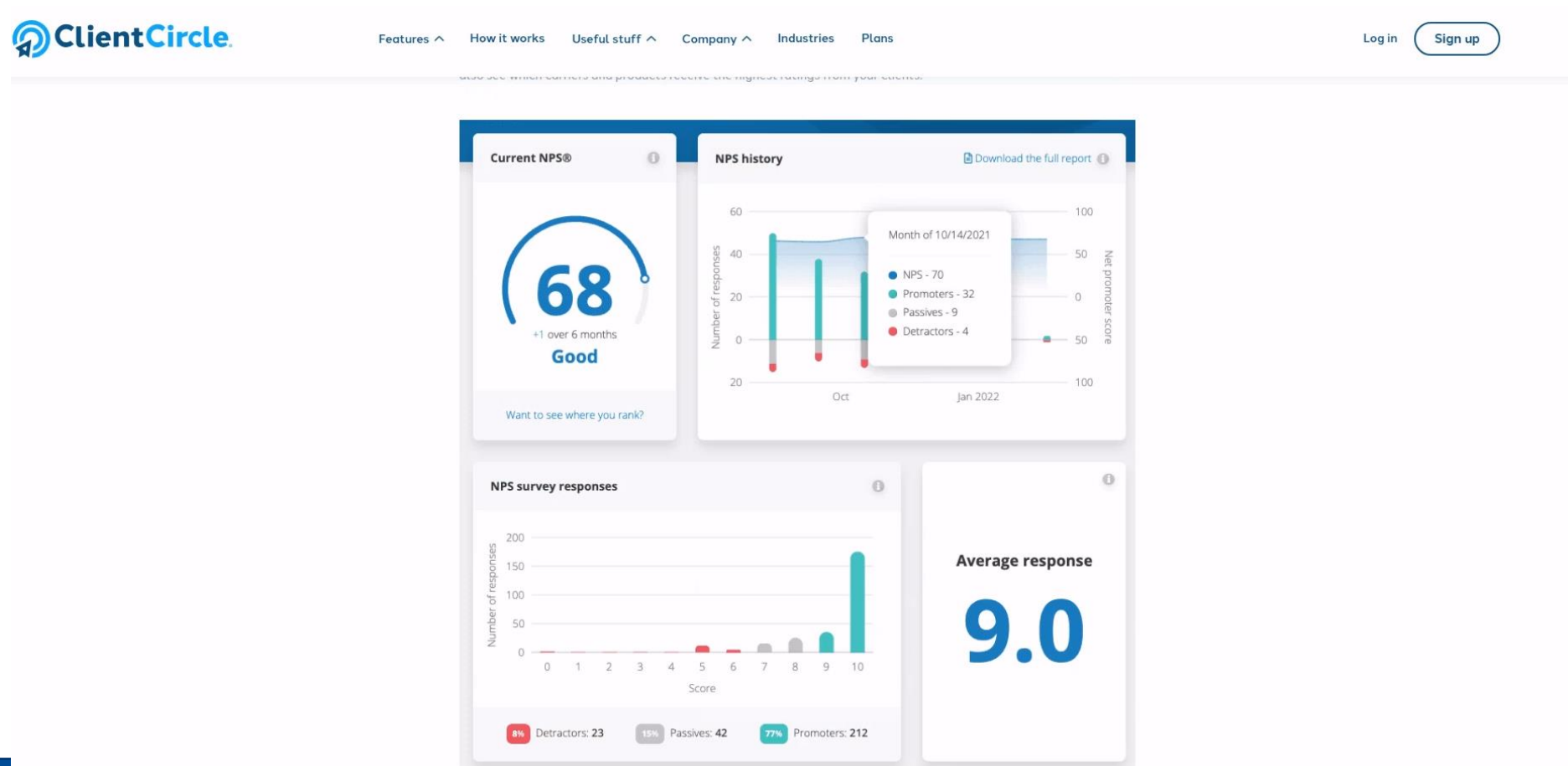
# ANALYZE

## Hawksoft (and Vendor) Data is Your Most Valuable Asset!



# ANALYZE

## Hawksoft (and Vendor) Data is Your Most Valuable Asset!



# RESEARCH & ANALYZE STAGE COMPLETE



**Once you've completed the research and analysis step, you can use the insights gained to develop and implement client engagement strategies that are more targeted and effective in meeting the needs of your insurance clients.**

# SEGMENTATION

Develop client segments to identify common characteristics, preferences, and needs within each segment. This informs the development of tailored engagement strategies for different client groups.

## THIS IS NOT DISCRIMINATION.

If you have a Client Strategy that helps a specific identified segment of your client list improve their risk management and reach their financial goals, this is **FANTASTIC Insurance Advisory!**

*\*\*\*As long as all clients in an identified segment are treated EXACTLY the same.\*\*\**





# SEGMENTATION

## How To Segment Your Clients

- **Use Risk Factors, Not Personal Characteristics** | Base your client segmentation on objective risk factors rather than personal characteristics. Focus on factors that are relevant to insurance, such as driving record, claims history, location, and the type of coverage needed.
- **Comply with Anti-Discrimination Laws** | Ensure that your client segmentation practices comply with regulations such as the Fair Housing Act, the Equal Credit Opportunity Act, and other applicable laws.
- **Avoid Using Sensitive Personal Data** | Do not use sensitive personal information like race, religion, gender, age, or disability as criteria for segmentation. These characteristics are protected under anti-discrimination laws and should not be used in client engagement strategies.
- **Focus on Risk and Actuarial Data** | Rely on actuarial data and historical claims data to assess risk which determines pricing, coverage, and engagement strategies for different client groups. This approach is based on the statistical probability of certain events occurring.

## SEGMENTATION- Example

**What is your Client Strategy for a “Youthful” Named Insured that has just purchased their own insurance for the first time and has been placed in a Non-Standard Market.**

# HOW TO DEFINE

## Define Who A “Youthful” Named Insured Is

- **Licensing Status** | Youthful drivers may include those who have recently obtained their driver's licenses, often within the past 2-4 years.
- **Driving Experience** | They have limited or no substantial driving experience, as they have not been driving for an extended period. Youthful drivers are considered inexperienced because they haven't had the opportunity to build a significant driving history.
- **Graduated Standing** | Has never been a Named Insured on policy, but rather always a driver on someone else's policy for less than 6 months.
- **High-Risk Characteristics** | Insurance carriers may also classify drivers as youthful if they exhibit high-risk characteristics, such as a history of accidents, traffic violations, or a poor driving record.

# KNOWN TYPES OF CLIENT ENGAGEMENT

- Sales Process
- Onboarding Process
- Surveying & Review Request Process
- Annual Review Process
- Service & Support
  - Phone Calls, Emails, Text
  - Self-Service
  - Policy Updates
    - NOC Non Pay, NOC Underwriter Recommendations, etc.
  - Claims
- Risk Management Services
- Education Campaigns- Service
  - Policy Maintenance
  - Regulatory Changes
  - Proactive Risk Management
  - Loyalty & Referral
- Education Campaigns- Sales
  - Cross Selling
  - Upselling
  - Discounts
- Community Involvement
  - Local Event Sponsorship
  - Volunteer Work / Workshops

# HOMEWORK

## 1. Identify 1 (One) Segmentation and 2 (Two) Client Engagement Programs Needed

- **Research** | Sit down and think about all the ways in which you communicate with this segment of active clients, prospects, leads and referral sources.
- **Analyze** | Study customer activity and preferences by analyzing the habits of your current customers in this segment, frequent issues and common areas of confusion that always arise. Think FAQ!
- **Develop Rules** | What are key factors to consider on where you/they engage.
- **Create & Innovate** | Create the workflow of what you/they need to communicate (each touch point) and what each elements needs to state and how you want to deliver it.

## 2. Create a List of All Assistance & Technology Assets Available to Your Agency

# GOALS, BUILD & CREATION IS NEXT!

## Example: Rules of When to Engage

- When there is a need to clearly articulate expectation on how you will be working with them, what they will need to do to work with you, and what their Carrier requires.
- When there is a consistent misunderstanding of a product, service or process.
- When there is a new product that meets a clients need. (Segmentation)
- When there is an issue or alert about a policy.
- When you need to honor your role as an Advisor to the client. i.e. children in the home that will soon be driving, renewal reviews, etc.

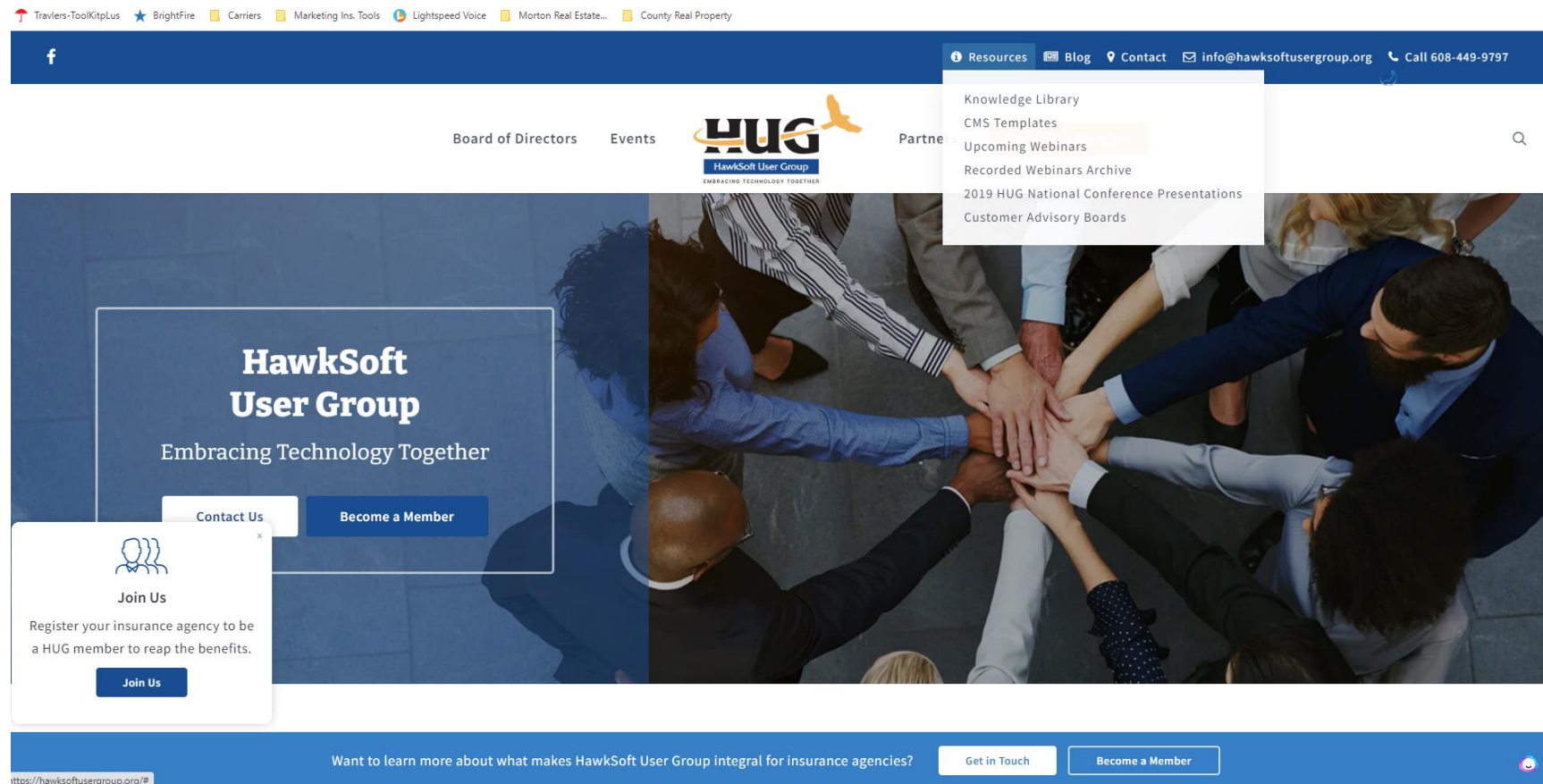
**CLEAR. CONSISTANT. HELPFUL.**



# HUGS Website



<https://hawksoftusergroup.org/>



# SOME RESOURCE EXAMPLES



**CRM's:** ClientCircle, InsuredMine, AgencyZoom, Agency Revolution, SalesForce, HubSopt

**Email Marketing:** Levitate, Constant Contact, SendGrid, Brevo, HubSpot, Drip, Moosend, MailChimp

**Customer Service Platform:** InsuranceAgentApp, GloveBox

**VoiceMail Drop:** SlybroadCast, DropCowboy

**Analytics:** DONNA, ValChoice

**Payments:** ePayPolicy

# TERMS TO KNOW



**Client Engagement:** The overall process of building and maintaining relationships with clients to create a positive and mutually beneficial experience.

**Customer Relationship Management (CRM):** A system or strategy used to manage and analyze interactions with clients and potential clients to improve relationships and drive business growth.

**Client Segmentation:** The process of dividing your client base into distinct groups based on common characteristics, such as demographics, behavior, or preferences.

**Customer Persona:** A detailed and fictional representation of an ideal client, used to tailor marketing and engagement efforts to specific customer types.

**Touchpoints:** The various interactions and communication channels through which clients engage with your business, including in-person meetings, emails, phone calls, social media, and website visits.

**Client Lifecycle:** The stages a client goes through from the initial contact to the end of their relationship with your business, including acquisition, onboarding, retention, and loyalty.

**Customer Journey:** The path a client takes from awareness and consideration through to the decision to engage with your business, and eventually to loyalty and advocacy.

**Customer Experience (CX):** The overall perception and satisfaction of clients based on their interactions with your business at every touchpoint.

**Client Feedback:** Gathering and analyzing feedback from clients to understand their needs, concerns, and suggestions for improvement.

**Key Performance Indicators (KPIs):** Metrics and measurements used to assess the effectiveness of your client engagement strategy, such as customer satisfaction scores, retention rates, and conversion rates.

**Personalization:** Tailoring your communication and offers to individual clients based on their preferences and behaviors.

**Client Retention:** The efforts to keep existing clients engaged and satisfied, reducing churn and increasing lifetime value.

**Net Promoter Score (NPS):** A metric used to measure client satisfaction and loyalty by asking clients how likely they are to recommend your business to others.

**Loyalty Programs:** Incentives and rewards offered to clients to encourage repeat business and brand advocacy.

**Onboarding:** The process of welcoming and educating new clients to ensure a smooth transition into your product or service.

**Client Advocacy:** Encouraging satisfied clients to promote your business through word-of-mouth referrals, reviews, and testimonials.

**Omni-channel Engagement:** Consistent and seamless client engagement across various communication channels, including online and offline.

**Data Analytics:** Using data and analytics to gain insights into client behavior, preferences, and trends, which can inform your engagement strategy.

**Content Marketing:** Creating and sharing valuable, relevant content to engage clients and provide them with useful information.

**Crisis Management:** Strategies and plans for maintaining client trust and loyalty during challenging situations or crises.

**Ethical and Responsible Engagement:** Ensuring that your engagement strategies align with ethical and legal standards and respect clients' privacy and preferences.

**Sentimentality:** a metric that businesses use to measure how their customers think and feel about their brand.

**API:** An **application programming interface (API)** is a way for two or more computer programs to communicate with each other. It is a type of software interface, offering a service to other pieces of software.

# QUESTIONS



# Today's Presenter(s) – Contact Information

**Feel Free to Reach Out to Me/Us**



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