



Looking for more from your agency's website?

	Us	Your Current Website
Content Management <i>Do you have complete control over your content and site with no programming knowledge required?</i>	✓	q Yes q No
On-line Documents <i>Can you keep your customers loyal by providing a history of all documents and transactions?</i>	✓	q Yes q No
Secure Communication. <i>Are you creating a strong competitive edge by helping your customers to prevent identity theft?</i>	✓	q Yes q No
Video Conferencing <i>Do you use technology to create a high-touch by meeting your customers and prospects face-to-face?</i>	✓	q Yes q No
Industry-Specific Sites <i>Can you create powerful sites based on industry or special interests such as seniors, contractors and more?</i>	✓	q Yes q No
RSS Feeds <i>Can you use RSS as a great alternative to costly and time consuming electronic newsletters?</i>	✓	q Yes q No
Search Engine Optimization <i>Is your site optimized so that prospects easily find you through the common search engines?</i>	✓	q Yes q No
Custom Forms <i>Can you create your own web forms quickly and easily for quoting, service requests or human resources?</i>	✓	q Yes q No
Intranet <i>Can you share employee manuals, carrier information and procedure manuals with your staff?</i>	✓	q Yes q No
Promotional Material <i>Do people actually use your website and do you have a proven training program for your staff?</i>	✓	q Yes q No
Screen Sharing <i>Do you allow your customers and prospects to share (view) your computer screen to improve service?</i>	✓	q Yes q No
Default Insurance Content <i>Why spend the time in developing content such as insurance videos, RSS feed, forms and more?</i>	✓	q Yes q No

How Does Your Website Measure Up?

Most agencies today have websites. The question is...how effective are they? Do they help bring in sales? Do they promote consistency within the agency? Are they a part of the agency's culture and sales system?

For over 10 years, we have helped hundreds of agencies across North America to effectively utilize the Internet to increase sales and improve customer service. Take this short quiz and see how your site measures up against a totally unique way to approach the world-wide-web. Then, give us a call to find out how the power of the Internet can be yours.

**CALL
1-877-704-1480
NOW**

for more information or contact Greg Arnold at greg@advancedautomationinc.com and receive a **FREE** video titled "How To Use The Internet To Make More Money".



advanced automation
ACCOUNTABILITY. TECHNOLOGY. COACHING.

All websites are not created equal.

Some are simply electronic brochures. Others provide limited customer service but are not secure. In many cases websites are not designed to address specific agency issues. As insurance professionals, *we understand the critical role that the web must play in today's agency* and have created unique solutions.

Find Out How We Are Different.
877-704-1480

SITE DESIGN

The agency has a choice of numerous standard designs to choose from to create just the right look. Total custom sites are also an option. Sites typically ready in 30 – 60 days.

CONTENT MANAGEMENT

The agency has complete control over the content and appearance of their website. Once site is launched, agency has ability to edit their own site or pay an hourly fee for changes.

- Create & Edit Web Pages, Web Forms, Menus & System Emails
- Create RSS Feeds
- Add Your Own Audio, Video Files & Graphics
- Create Blogs & Integrate With Facebook & Twitter
- Easy-to-use WYSIWYG Text Editor With No Programming Knowledge Required.

MANAGEMENT SERVICES

Because we understand the insurance industry, we provide management with powerful tools.

- Management Reports
- Track Status Of Customer Requests
- Coordinates The Website With Agency Procedures
- Built-in Search Engine Optimization (S.E.O.)
- Can Serve As The Agency's Intranet

CONTENT

We provide default content for Personal, Commercial, Life & Health and Employee Benefits. Coverage information provides a standard script for the staff to follow as well as a resource for customers.

- Quote & Service Forms
- Free Protection Review
- Insurance Coverage Information
- Insurance Videos
- RSS Feeds
- Financial Calculators

CUSTOMER SERVICE

Today, more than ever it is critical to provide customers and prospects the ability to communicate 24/7. They also want a complete history of all of their documents and transactions.

- 24/7 Requests
- History Of Transactions
- Secure Communication
- Custom Reports Available
- On-line Access To Insurance Documents

AGENCY TRAINING

Technology is fine, but not if people do not know how to use it or it is not integrated into the agency's workflow.

- Web-based Training
 - Staff Training On The Web Application
 - Utilizing Social Networking
 - Do's & Don'ts Of Website Design
 - Driving Customers To The Web
 - Customer-Centric vs. Organization Centric

TECHNOLOGY

We allow integration with 3rd party vendors to expand the site's functionality.

- Oovoo Video Conferencing
- Mikogo Screen Sharing
- Virtual Check
- Virtual Actor
- Google Analytics

SECURITY

In order to protect against identity theft, the site provides secure communication with customers, prospects and even insurance carriers.

- SSL Certificates
- Secure Communication