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May 10, 2007

Topics

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This email is being provided to you as a user of Image Management System for Insurance (IMS II!)

Tip of the Week – Line and Company Codes

Do you have multiple names for a specific carrier? After running a policy download do you get strange Lines of Business names in your data? If so, version 2 of IMS downloads can help you keep your lines and carriers free of discrepancies. For instance, if you call a personal automobile policy "Auto" and it comes down "AUTOP," we can set up a key for you to not only replace existing entries in your system, but also prevent any future mislabeling from occurring.

If you are already on the new download program, give us a call and we can help you clean your data. For those of you still not on the newest version, email us and let us know. We will then contact you to schedule a time.

Your Website

I know many of you have websites. Have you looked at it lately? Have you updated anything on it lately? Does it look like you did the

website or a professional?

These are all questions you should be asking yourself! Open your website and get beyond the “I created it factor” and take a good look. Does it really give the professional appearance you want? Remember, this may be one of the first impressions your customer may have of your agency.

Have you updated it since it went online? The web is a dynamic moving force. Savvy customers expect your information to be updated. Your industry is changing, take the opportunity to inform customer of new coverage like Identity Theft.

Think of this: You would not trust your website developer to design a comprehensive coverage plan for your insurance. You should trust them to develop a great website.

Here are some ideas you can do on your website

- Promote Agency Branding
- Provide Customer Service
- Provide Information
- Facilitate After Hours Communication
- Survey Your Customers
- Marketing to New Leads
- Consider a Micro Site - A small website for niche markets!

Think out of the box. Your website should be more than “Who We Are” and “Hours of Operation”!

Boot Camp! – Sign up NOW!!!!

There is still time! If you are looking to get the most out of IMS I, then Boot Camp is for you! Remember the 2.5 hour training you got during the initial install of IMS I? Boot Camp takes the same training and extends it to 2 full days. You will get detailed instruction from the Xanatek staff and the chance to learn from other agents as to how they use IMS I. Seating is limited to a maximum of 12. Each attendee will have access to a computer to follow along with the instructor.

If you are serious about getting the most out of IMS I, then [sign up](#) now!

The next Boot Camp is May 24 & 25, 2007. Mark your calendars and register for the camp at www.xanatek.com Please register as soon as possible, seating is limited and is going fast!

Seats are starting to fill up! Register now!

Referral Program

Make \$100.00 to \$500.00 by telling your friends and associates about us.

As many of you already know, Xanatek will pay you for each lead that purchases Image Management System for insurance and for Image Archiver.

Here are the rules:

- 1) The lead has to be new to Xanatek. If Xanatek has already spoken to the lead, it does not qualify.
- 2) You have to notify us of the lead. Please call, fax, or email us with the lead info. We must get name and phone number to contact them.
- 3) First come first serve – Sometimes we will have more than one person refer the same agent. We will pay the referral fee to the first agent who tells Xanatek about the lead.
- 4) Paid-in-full – The fee will be paid after their bill is paid.

Here are some additional tips:

Have the lead remind us where they heard about us. In other words, have them tell us that you sent them.

Feel free to ask us how it's going! If you refer someone, we would be glad to keep you informed about the sales process.

Xanatek may change this program at anytime. We also reserve the right to distribute the amount between multiple lead generators when necessary. Amount of referral fee will be set at time of sale and is based upon purchase price paid by the lead.

Call Center is now available for your agency.

Until now, only large corporations with large budgets have been able to track and analyze all their incoming calls automatically! Xanatek is pleased to offer the Call Center! The Call Center is a powerful call tracking and reporting system that utilizes your incoming phone lines, caller ID and links with Image Management System for Insurance (IMS I). If you have looked for this technology in the

past and found it to expensive, then look now, it's affordable! Just like IMS I, it will make your office more productive and efficient!

The Call Center has been designed to help you document and analyze your incoming and outgoing phone calls. All business owners know the importance of documenting conversations and logging all calls from customers. The Call Center will automate the process and much more!

Here are a few features that the Call Center offers:

- Logs all incoming calls
- Forces users to document conversations
- Tracks the number of calls each person handles
- Tracks all dropped calls
- Tracks all unanswered calls
- Tracks all transferred calls to voicemail
- Reports on average call length
- Reports on customers that call you the most
- Reports on daily call load (total number of calls)
- And much more!

The Call Center utilizes your current phone lines and caller id. All the equipment and warranty you need will be provided by Xanatek. No changes to your current phone system are needed.

Call the office for pricing or if you have any questions!

We would like to email this newsletter to everyone in your office. Please send a list of all email address's in your office to tech@xanatek.com.

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