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May 30, 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 – Clearing Typomatic Search

When using the typomatic search in IMS, instead of hitting backspace to clear the search, or waiting for the search to time-out, you can simply hit ENTER to clear the search. For example, if I was typing in FISHER only to find that I was looking for SMITH, I can hit ENTER to reset the search and start over.

Real Time – This is the 3rd installment of a multi-week article.

Hopefully by now you have visited www.getrealtime.org to see all the potential benefit of real time. Xanatek is committed to enabling real time, however, performance needs to meet expectations. We are outlining some of the pitfalls so that your expectations are reasonable.

Now some of the problems:

- 1) Carrier Adoption – There are many carriers that have begun to implement real time. The problem is that many carriers have implemented it at different levels. They may offer personal lines, not commercial, or billing information only on selected lines. You have to know exactly what each carrier supports to prevent the frustration of trying to utilize a function you want is not supported.
- 2) No Support At All – Many carriers do not support it at all. For many of the Xanatek users, it means that 50% to 80% of your carriers (or book) are not supporting any real time transactions. Therefore, you are still going to do business the old way!
- 3) Change – Yes, it's true! People do not like change. In many cases, research shows that users will choose the least path of resistance. Since users already know how to do it the "other way," they simply do not even try it. Remember, you must try it and overcome the learning curve before making a decision.

Next week will detail some of the other problems that users are having. If you're a principal or manager, pay close attention so you avoid the obstacles.

EFT Payments – Monthly Maintenance

As you all know, the US Postal service has raised the rates again. Many of you have asked if we accept electronic payments. Xanatek can accept monthly payments via VISA, MasterCard, American Express, and any debit card. We do not make automatic withdraws from your checking account.

If you are interested in monthly electronic payments, contact the office and we will send you the paperwork to get started.

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 be 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!

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Xanatek, Inc | P.O. Box 160 | Granger | IN | 46530