

TIA SALES APP

TIA Sales App

Below are just a few reasons why IT and sales professionals appreciate the TIA Sales App:

- Native iPad application
- Preconfigured quote and policy processes
- Performs transactions directly in the TIA Solution via TIA Web Services
- Works out-of-the-box with version 6.2, supporting three insurance products
- Flexible to configure
- Automatically upgrades with the TIA Solution
- Swiftly stores all metadata on existing Oracle database
- no additional licensing
- Fully compatible with 3G network
- Comes in three languages: German, English and Spanish

Engaging Dialogue for Modern Customers

Insurance buying behavior is changing. Is your sales process ready? Today's insurance customers are digitally savvy, price-educated, and less loyal than they were a few years ago. The TIA Sales App responds to insurance customers' evolving needs by facilitating collaborative, focused dialogue to speed insurance decisions and shorten sales cycles.

The TIA Sales App fully integrates with the TIA Solution supporting straight-through processing of quotation/policy issue and providing a real-time, single-customer view across all channels.

THE OLD WAY: **LOST MOMENTUM**

- Sales professional asks the client questions to determine the need.
- Customer Service Representative (CSR) prepares a quote.
- Sales professional presents the quote to the client.
- Client says YES or NO.
- If the client says YES, the sale person contacts CSR to quote, bind and select payment options.
- If the client says NO, the sale is often lost – or – the process begins again.

TIA SALES APP WAY: **FASTER FINISH**

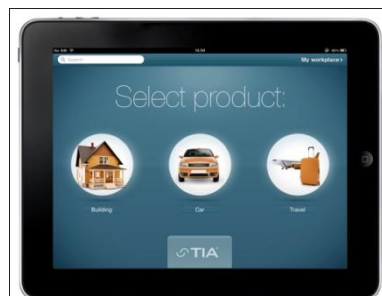
- Sales professional sits face-to-face and guides client through collaborative experience using iPad.
- Together, they enter choices and see resulting quotes on screen.
- They explore policy alternatives and instantly view price effects.
- Client selects best choice from options available.
- Salesperson instantly quotes, binds, and manages payment without losing momentum.
- The issued policy is stored in TIA and discarded quotes are cancelled automatically.

TIA SALES APP: **A CLEAR ADVANTAGE**

- Easy, low-cost sales training. TIA Sales App guides the agent through every step.
- Faster sales service – everything completed in one interaction.
- Fewer people involved – decreased customer acquisition cost.
- More engaged clients – better opportunity for cross-sell and up-sell.
- Higher closing ratios – instead of YES/NO, the sales decision becomes "Would you prefer Choice A, B or C?"

Close the Sale Instantly in Four Easy Steps

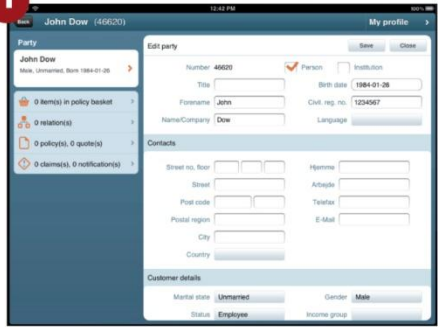
The TIA Sales App is an online portable solution that puts insurance sales professionals in the driver's seat.



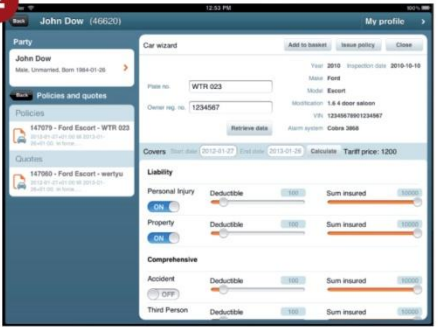
KEY FEATURES

- Intuitive, modern iPad display
- Needs-based sales process
- Fast quote engine
- Information-on-demand
- Collaborative process
- Built-in sales tools
- Customizable configuration

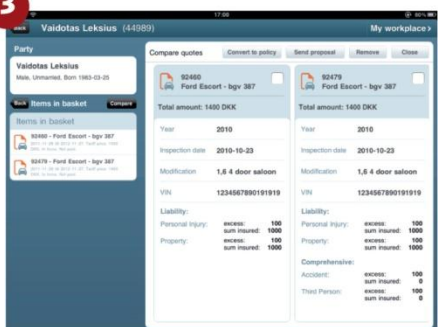
1 DISCUSS CLIENT PROTECTION NEEDS BASE ON PROPERTY OWNED



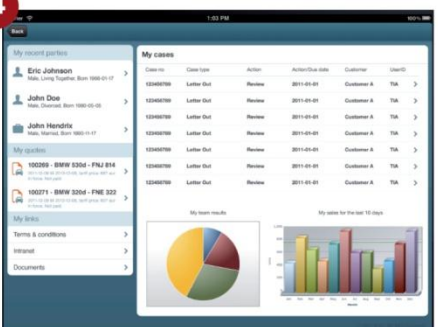
2 EXPLORE POTENTIAL SOLUTION WITH MULTIPLE QUOTES



3 FACILITATE DECISION MAKING WITH ONLINE QUOTES AND COMPARISONS



4 DELIVER INSTANTLY WITH IMMEDIATE QUOTE, BIND, AND PAYMENT SELECTION



So Simple – it’s Genius

One of the TIA Sales App’s best attributes is that it’s so simple – simple to use and simple to deploy and support.

Cost Effective Direct Sales Growth

Insurers that are looking into expanding their broker network, developing a new direct sales channel or building a stronger sales team can directly benefit from using the TIA Sales App as a solid cross-channel sales foundation.

The system’s proven process guides agents through the four steps of sales success – need, analysis, solution and acceptance. Best of all, the process can be customized for each insurer’s unique needs.