

Text Messaging

Should independent insurance agents text with clients?

Texting has changed the way we communicate.

6 billion

Text messages are sent in the U.S. each day.

97%

of Americans with a smartphone text at least once a day.



5 seconds

The average time it takes for a text to be read.

Texting and Business Communication

80%

People that are currently using texting for business.

35%

Business professionals that say they can't go 10 minutes without responding to a text.

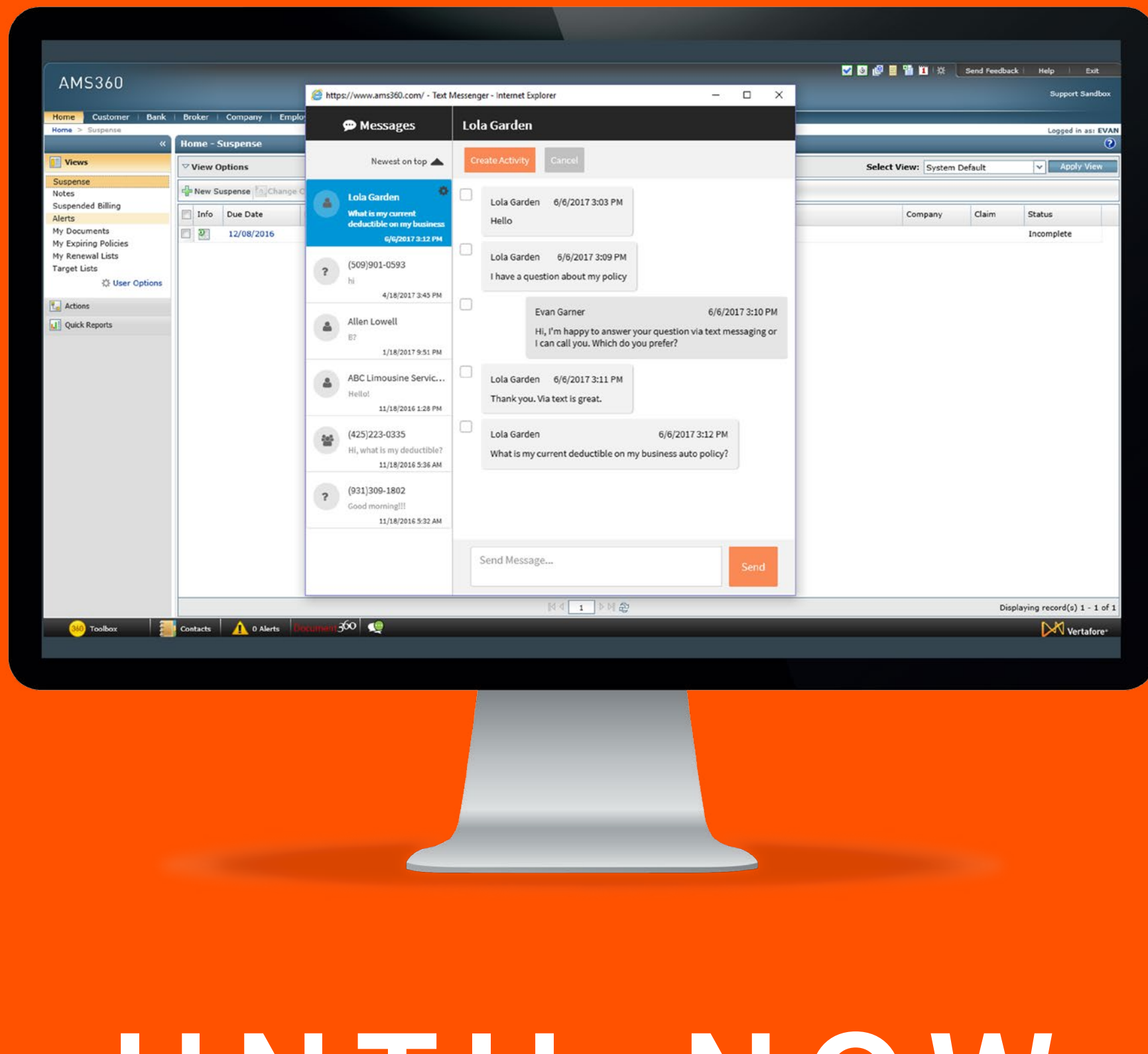


1 in 5

consumers are just as likely to prefer a text message from a business to a phone call.

But there's a problem...

Most agency management systems don't support texting.



UNTIL NOW

Introducing Vertafore Messenger

With Vertafore Messenger, you can send and receive text messages without leaving your management system!

Reasons to use text messaging in your agency

\$6-\$20
Per call

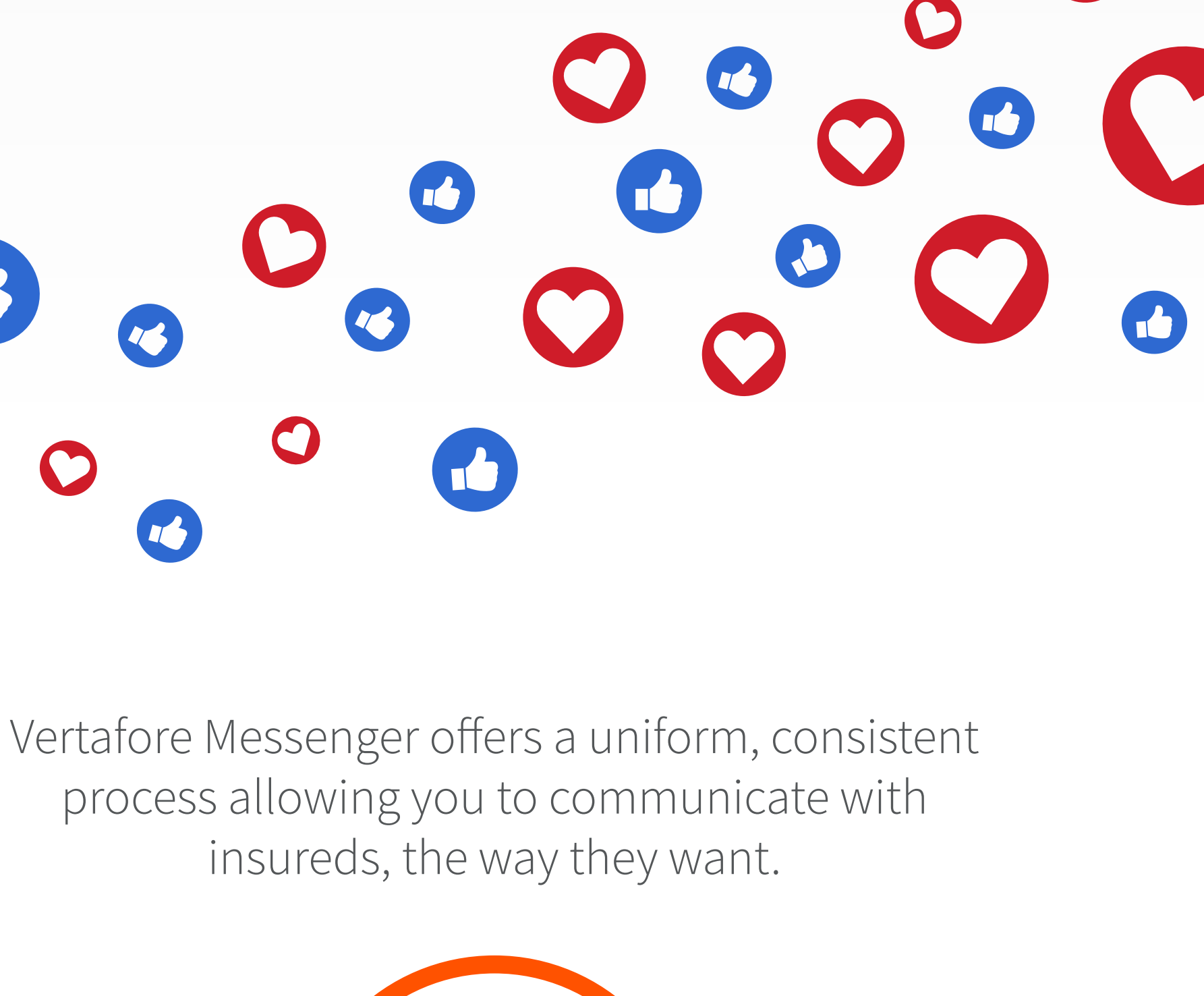


Pennies per text



77%

of Consumers with texting capabilities aged 18-34 are likely to have a positive perception of a company that offers text capability.



Vertafore Messenger offers a uniform, consistent process allowing you to communicate with insureds, the way they want.



Contact Vertafore today at 800.444.4813 or learn more at vertafore.com/messenger.



vertafore.com | 800.444.4813

*Source: 1. Forrester, 2. Pew Internet, 3. SlickText, 4. eWeek, 5. eWeek, 6. ICM, 7. Forrester, 8. ContactBabel, 9. Harris Poll

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