

Prioritize Your Leads



As customers continue to demand faster, more specialized service, it is essential to get each lead in front of the right producer as quickly as possible. BluInsurance enables this by aggregating all lead sources in a single spot and distributing leads based on pre-defined prioritization rules.

Lead Aggregation

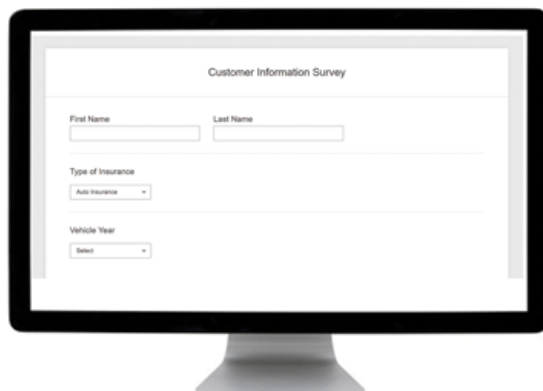
BluInsurance can integrate with each of your online lead sources, creating a central location for all leads.

Lead Prioritization and Distribution

BluInsurance gives your team the ability to set up distribution rules based on key factors such as producer workload and business line.

Customer Information Survey

BluInsurance includes a customer survey to simplify the data collection process from prospective clients (see picture).

A computer monitor displaying a 'Customer Information Survey' form. The form includes fields for 'First Name' and 'Last Name', a 'Type of Insurance' dropdown menu with 'Auto Insurance' selected, and a 'Vehicle Year' dropdown menu with '2015' selected.

Get Started

Visit us at:
bluroot.ca

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