

Lightico's Compliant Sales Journey Automation for Insurance

The Problem: Slow and Cumbersome Sales Cycles

In today's fast-paced consumer world, insurance agents lose far too many deals due to inefficient tools and workflows. But there is a better way. Lightico helps boost your teams' sales rates and reduce turnaround times by streamlining sales processes to complete more deals, faster, and with better compliance.

With Lightico, insurance agents complete entire sales journeys with customers through their mobile phones in real-time. While on a call, agents invite the customer to a

collaborative mobile zone via SMS, where they can instantly collect customer information, share visual order summaries, instantly verify ID, get consent to terms and conditions, receive PCI-compliant digital payments, and more.

This document details some of the unique challenges of insurance sales, the pitfalls of traditional insurance processes, and how Lightico's dynamic workflow solution can lead to accelerated sales cycles, better conversion rates, improved agent satisfaction, and much more.

The Stages of a Typical Insurance Sales Journey

Insurance sales processes are often complex and difficult to complete quickly, compliantly, and successfully over the phone. Representatives have a limited amount of time to interest customers and collect their information, consent, and payments.

This is illustrated by the typical stages of an average insurance sales call:



Discussion
The agent and customer discuss product options and align expectations.

Presentation of offer
The agent reads over a description of the product that was decided on (e.g., special form homeowners' insurance).

Terms and conditions (T&C) read
The agent reads a lengthy T&C script. The customer normally doesn't fully understand or catch everything.

Signature collection
When a product is agreed upon, signatures are usually required, breaking the journey flow.

Payment collection
The customer provides credit card information, usually over the phone.

The Challenges of Traditional Insurance Sales Cycles



Lack of visibility

Sales agents read out loud the often-complex order summary, which leads customers to sometimes misunderstand or mishear what they've just purchased.



Agent variability

Agents with varying experience and skill levels have to stop and think about which documents are required, and which paragraphs are needed in the T&Cs, and make decisions independently — impacting sales and compliance success rates.



Lengthy sales scripts

Reading T&C scripts out loud is frustrating for both agents and the customers who are forced to listen. Customers often miss information or fail to understand, and it takes up precious time.



High customer expectations

Today's consumers expect a visual, fast, and intuitive experience, thanks to their regular exposure to brands such as Amazon and Apple. Traditional over-the-phone insurance processes can't compare.

As we've seen, insurance sales processes are often characterized by manual, cumbersome interactions that fall short of today's digital standards. This can have a detrimental impact on the KPIs insurance companies value the most, leading to:

Inefficient compliance

Processes are prolonged, and misunderstandings are rampant.

Low NPS

Net Promoter Score (NPS) is negatively impacted — before the customer has even signed!

Low eNPS

Agents are also dissatisfied due to choppy and ambiguous processes.

Poor conversions

Disjointed sales cycles lead prospects to drop off from the process due to confusion or frustration.

Inconsistent compliance

Customers often interrupt the script-reading with questions, leading agents to miss parts and jeopardize compliance.

High post-call cancellation rate

Customers who failed to understand the details of their purchase are likely to cancel when they receive their first bill.

The Solution: Smart and Digital Insurance Sales Workflows

Lightico has re-imagined traditional insurance sales processes for the digital era by allowing agents to visually and collaboratively interact with customers while on a sales call.

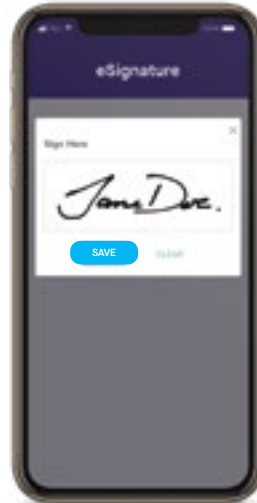
The Lightico platform streamlines entire insurance sales processes by integrating these core capabilities:



ID Verification

Verify ID & documents in real-time for KYC and reduced fraud risk.

Results: Better compliance, reduced fraud risk.



Real-time eSignatures

Customers easily provide consent through legally-binding, mobile-optimized eSignatures. Also supports multi-signatures.

Results: Better compliance, improved NPS.



Document collection

Reduce turnaround time by 80% with instant document collection.

Results: Faster time to settlement, improved NPS.



Secure payments

Agents collect payment instantly via credit card with mobile-friendly, PCI compliant payment forms that eliminate all risk.

Results: Improved completion rates, better compliance, higher NPS.



Instant T&Cs

A no-code workflow based on business logic automatically generates the digital T&C and relevant documents for signature based on the chosen offering. This helps prevent human error and eliminates the need for lengthy agent scripts.

Results: Zero errors, higher compliance rate, slashed turnaround time.



Shared review

Customers and agents co-view the customer's bill at the end, adding a final layer of clarity and cementing trust.

Result: Slashed post-call cancellation rates.

Automated Workflows Deliver a Compliant Sales Journey

Traditional solutions force managers to turn to their IT department each time they want to make a change, and in many cases a change request needs to be raised with the vendor. This leads to inefficiencies and potential compliance lapses.

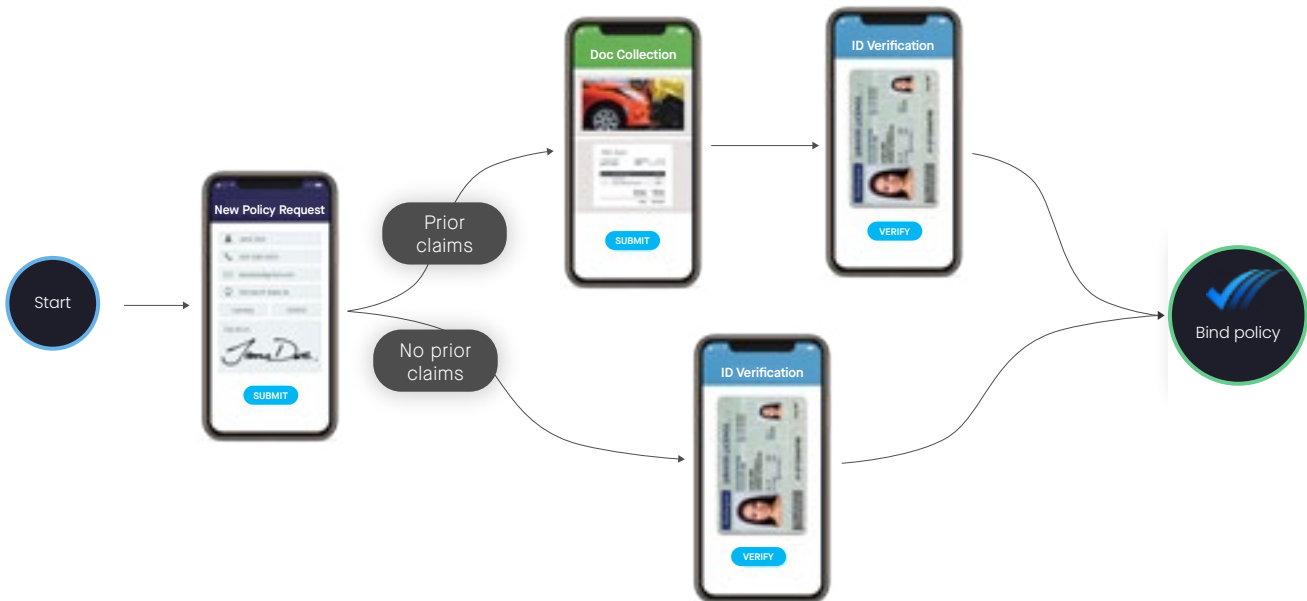
In contrast, we believe in empowering the people who know the processes best to make immediate adjustments

to workflows and other configurations without delay.

Companies that deploy Lightico's solution benefit from zero coding requirements from IT and development teams. Our customers easily configure and update workflows, forms, fields, and offerings from a user-friendly, drag-and-drop admin console.

Optimize Product Sales with Automated Workflows

No-code workflows enable easy configuration of entire insurance sales journeys. Add key capabilities and conditions to workflows to optimize KPIs in an agile way.



85%

Lower Average Time to Settle a Claim

60%

Reduced Touchpoints Per Policy






15%

Increased Customer Satisfaction

Schedule Your Live Demo

to see how automated workflows simplify every customer journey

[Request a Demo](#)

 <p>G2</p>	  <p>4.9</p>	<p>Matt S. ★★★★★ 5/5</p> <p>"Lightico Review"</p> <p>"Ease of use with being able to have people sign with ease of their smartphone. Many folks don't have the time to sign and being able to send them a text message make it very easy!"</p>
 <p>Capterra</p>	 <p>4.9</p>	<p>Menashe D. ★★★★★ 5/5</p> <p>"Simply simple and fun!"</p> <p>"I'm an insurance agency owner and we use Lightico for every sales and service interaction. What i like most about the software is it's simplicity and diversity. It lets me collect identification documents from customers, share price comparisons and e-sign all the documents in real-time while on the phone with our customers! We have almost no need for followup calls any more and chasing customers for signatures."</p>

Trusted by Industry Leaders



About Lightico

Lightico is an award-winning SaaS platform that empowers businesses to accelerate customer journeys. With Lightico Digital Completion Cloud™, companies leverage no-code workflows to collect customer eSignatures, documents,

and payments, and authenticate ID in real time — straight from the customer’s smartphone. As a result, businesses enjoy faster and shorter sales and servicing cycles, boost NPS, and significantly improve their completion rates.

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