Connecting to the Insured

Applied WebRater®
is Canada's leading self-service quoting solution.

Applied WebRater is Canada's leading brokerage-branded self-service quoting solution that enables brokerages to instantly provide clients and prospects real-time, self-service auto and property insurance quoting via their preferred device type – whether computer, smart-phone, or mobile device.

The online quoting solution also enables your brokerage to track leads across multiple channels with customized URLs to understand which promotional channels are generating the greatest leads, as well as extract reports to monitor your sales pipeline.

Applied WebRater extends your reach across multiple channels, including social media platforms, blogs, and online advertising, to ensure your service is present where and when customers need it.

The application enables you to interact with clients and prospects in real time to improve overall communication during the quoting process and encourage follow-up on the business opportunity.

By enhancing self-service quoting capabilities across all online and mobile channels, your brokerage ensures your customers have the best products and services to drive business growth.

" With Applied WebRater, we can write insurance for our customers in less than five minutes. "

Crystal Hart, Director of Marketing, Hazel Partners, LLC

Enables your brokerage to

- **Deliver customers and prospects anytime, anywhere mobile self-service auto, property and motorcycle quotes.**

- **Reach potential customers across multiple channels and track the value of leads generated by each marketing activity.**

- **Integrate leads directly into your brokerage management system to provide a more seamless quote workflow.**

Core Capabilities

Comprehensive quote summaries

Applied WebRater offers comprehensive quote summaries and branded communications that help consumers better understand quoted premiums and improve overall communication in the quoting process.

Instant quote

Applied WebRater Instant Quote displays a minimal number of questions, such as Postal Code, Vehicle information, and Date of Birth or Years licensed, to enable the consumer and broker to quickly and easily quote coverage options. Prospects can also change coverages and deductibles once they reach the Offers page to evaluate a range of coverage options.

Integrated lead generation

Seamlessly integrated with Applied Epic®, Applied WebRater captures prospective client leads and automatically transfer the client and basic policy information into your management system so you can easily and quickly review the quote for follow-up.

Data prefill

Applied partners with CGI Canada to provide your brokerage accurate data for Applied PreFill. CGI ensures the data is correct in fields that are automatically populated, reducing the time that consumers spend entering information.

Data validation

As part of Applied WebRater, Applied ITV validates leads when consumers enter their legal address and provides documented building evaluation data, including Year Built, Construction Type, Structure Type, Distance to Fire Hall and Hydrant, as well as the building replacement cost for more accurate quoting.

Integrated chat

Chat capabilities allow you to interact with clients and prospects in real-time throughout the quoting process to increase quote accuracy and quote completion rates.

71% of consumers use some form of digital research before purchasing insurance.

Source: PwC

Why Applied?

Applied Systems is the leading global provider of cloud-based software that powers the business of insurance.

Recognized as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of agency and brokerage management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom.

Call 866.899.5120
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