

Agency Programs

Building your agency brand— referrals, retention and reputation

Positive word of mouth continues to be a leading source of new business prospects for agents. When you maintain positive relationships with your clients, you can experience high client retention and a steady stream of referrals.

The Hanover has partnered with ClientCircle, a leading insurance communications platform in the U.S., to offer agents a turnkey program to help boost customer retention, referrals, and account rounding opportunities, freeing up your time to focus on new business. They offer:

- **Journeys**—ClientCircle's sophisticated relationship management tool, Journeys, automatically progresses your prospects and clients through a custom path you envisioned for them, without you having to move contacts from column to column like with other CRMs.
- **Client Connect**—automatically send informational articles to clients, segmented by their individual policies, demographics, loyalty and more.
- **Text messaging**—have one-on-one conversations with clients and prospects right inside the ClientCircle app. Agents can also collect more Net Promoter Score (NPS) survey responses and Google reviews by scheduling requests to go automatically or by sending them manually.
- **Enhanced NPS and leaderboard**—when clients respond to NPS surveys, they usually provide written responses explaining their score. ClientCircle uses artificial intelligence to break these responses into actionable categories, so the agent can quickly see what they're doing right and how to improve.
- **Reporting**—provides insight into the effectiveness of the program, including a performance report of the agency's NPS, retention, ROI projections and more.

ClientCircle has a special offer for Hanover agents. Agents who choose to sign up with ClientCircle will receive a card bonus and 50% off their first month of a premium plan.



See ClientCircle in action

Schedule a demo to learn how ClientCircle can help you improve retention, increase referrals, send better communications and grow your agency.



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