

# APPLICA AI EXTENSIONS

AI applications that bolt on to your existing customer systems to increase growth, retention, and efficiency without adding headcount.

New Clients Conversion	<div><div>Intelligent DRIP</div><div>Automates email and SMS nurturing that converts leads into bound policies.</div></div>	<div><div>Coverage Coach™</div><div>Analyzes policies and recommends improved coverage alignment.</div><div>- in beta -</div></div>	<div><div>Reputation WIZARD™</div><div>Automates review requests to increase attractive Google reviews.</div><div>- in beta -</div></div>	<div><div>Intelligent Social Media Automation</div><div>Posts targeted social media content that strengthens your digital presence and saves staff time.</div></div>	
Current Clients Retention & Cross-Selling	<div><div>Intelli-Touch™ Suite</div><div>Provides an interactive eNewsletter experience with personalized care suggestions and AI-driven offers.</div></div>	<div><div>Renewal Wizard™</div><div>Flags renewals with the highest upsell potential and the highest risk of account loss.</div><div>- in beta -</div></div>	<div><div>Intelligent Messagings</div><div>Sends timely email and SMS for renewals, cross-sells, birthdays, and key policy events.</div></div>	<div><div>Interactive eNewsletters</div><div>Keeps you top-of-mind with personalized tips and targeted offers.</div></div>	<div><div>Policy PLUS™ Client Portal</div><div>Combines the Intelli-Touch™ Suite with client self-service and policy access.</div></div>
Past Clients Re-Engage	<div><div>Intelligent Win-Back</div><div>Targets and reactivates lapsed clients using predictive analytics and multi-channel outreach (email, SMS, ringless voicemail, postcards).</div></div>				
Call Support	<div><div>CallCLIPS™</div><div>Displays client intelligence as call screen pops to improve client engagement.</div></div>	<div><div>Call WIZARD™</div><div>Delivers real-time call transcription and agent assist, plus automated call summaries.</div></div>	<div><div>CallCOACH™</div><div>Analyzes call sentiment and empathy, and provides specific coaching tips to improve CSR's performance.</div></div>		