

# 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

## Intelligent DRIP

*Automates email and SMS nurturing that converts leads into bound policies.*

## Coverage Coach™

*Analyzes policies and recommends improved coverage alignment.*

## Reputation WIZARD™

*Automates review requests to increase attractive Google reviews.*

## Intelligent Social Media Automation

*Posts targeted social media content that strengthens your digital presence and saves staff time.*

**Current Clients**  
Retention & Cross-Selling

## Intelli-Touch™ Suite

*Provides an interactive eNewsletter experience with personalized care suggestions and AI-driven offers.*

## Renewal Wizard™

*Flags renewals with the highest upsell potential and the highest risk of account loss.*

*- in beta -*

## Intelligent Messagings

*Sends timely email and SMS for renewals, cross-sells, birthdays, and key policy events.*

## Interactive eNewsletters

*Keeps you top-of-mind with personalized tips and targeted offers.*

## Policy PLUS™ Client Portal

*Combines the Intelli-Touch™ Suite with client self-service and policy access.*

**Past Clients**  
Re-Engage

## Intelligent Win-Back

*Targets and reactivates lapsed clients using predictive analytics and multi-channel outreach (email, SMS, ringless voicemail, postcards).*

**Call Support**

## CallCLIPS™

*Displays client intelligence as call screen pops to improve client engagement.*

## Call WIZARD™

*Delivers real-time call transcription and agent assist, plus automated call summaries.*

## CallCOACH™

*Analyzes call sentiment and empathy, and provides specific coaching tips to improve CSR's performance.*