

CHAT NOW ON IAPRODUCERS.COM



Our Chat feature on IAProducers.com offers you the ability to resolve many customer policy inquiries quickly, often more quickly than calling.

It's as easy as clicking on the "Chat Now" icon, asking your question and getting a quick answer from a real person – a dedicated Bristol West® Service Operations Chat Team professional. *Easy as Chat!*



The Chat Team is available between 8:00 a.m. and 6:00 p.m. local time, Monday through Friday.

Benefits of using Chat Now to resolve questions versus calling in:

- On average, Chat has a faster speed to answer than calls.
- Chat is lower effort versus calling.
- Producer satisfaction is higher overall than with phone calls.
- When answering your Chat Now query, our Chat Team professional is alerted to which screen you are on in IAProducers.com, decreasing some of the background information you may need to provide.

In 2020, Chat "active handle time" (the time engaged in the process) was 6.4 minutes and Call "active handle time" was 10.9 minutes. That's a 41% faster interaction rate for producers who chose the Chat feature versus calling in. It's also worth noting that reported "active handle times" do not include the time savings from not having to navigate the IVR phone menus.

If you're using Chat Now regularly, think of what you can do for the agency and your customers with the time you save!

Next time you have a question for us, click the "Chat Now" icon on IAProducers.com, type in your question and get a quick answer from a dedicated Service Operations Chat Team professional. *Easy as Chat!*

