

QUINSTREET RATING PLATFORM



QS Rating Platform

QRP / State-of-the-art Insurance Shopping Experience for Customers and Agents

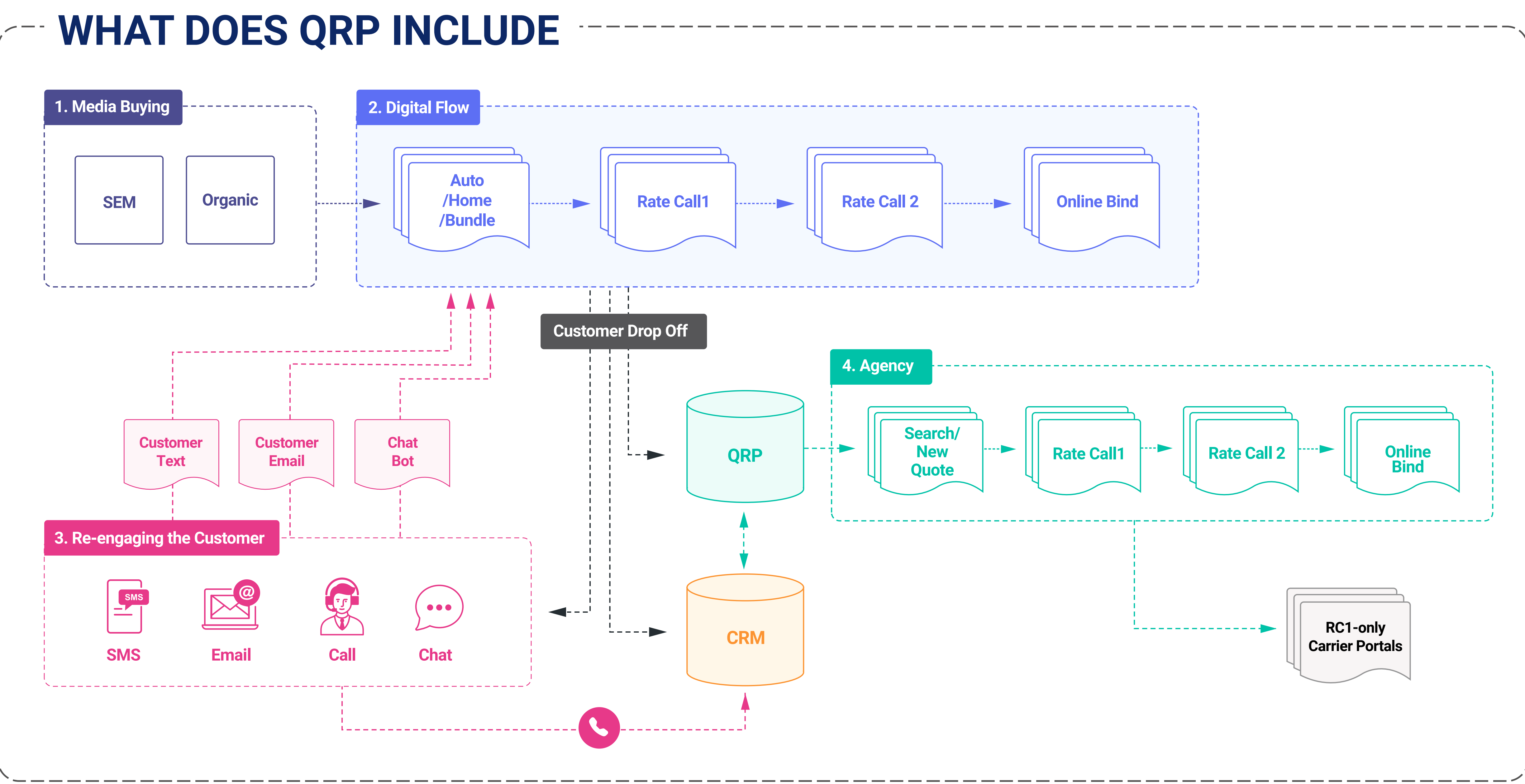
Enabling agencies with highly converting digital experiences where customers can purchase their policies online or continue (not restart) their buying process with an agent.

WHAT IS QRP

The QuinStreet Rating Platform (QRP), is the only comparative insurance rater with complete end-to-end bind capability across 100+ big-brand, national, and regional carriers. Through its customer-facing flows, Agent-facing portal and APIs, QRP enables dramatic improvements in customer conversion and agent productivity.

While QRP can be used solely for its superior rating capabilities, most agencies use our holistic solution of **accessing media**, that is then sent through **highly converting flows**, using **prefill to improve form conversion rates**, **re-engaging customers that drop off** the flows with the goal of connecting them to an agent, **integrating the agent’s CRM system** to the agent-facing portal, so that once in the **agent-facing portal**, the customer can continue where they left off, rather than having to restart their shopping process.

QRP’s goal is to enable a very fast, seamless and cost-effective shopping experience, for both customers and agents, by integrating into your existing technology systems and operational processes.



QRP FEATURES

1 Customer-Facing Flows

Highly converting End2End Bind digital flows for Auto, Home and Bundling, with zero development needed. Fully customized to agency brand guidelines, value propositions and hosted on agency’s domain.

2 Agent-Facing Portal

Highly converting End2End Bind agent-facing flow expedites the quoting process resulting in improved productivity and phone handle time. Agent can complete entire buying process without having to bridge to carrier portals.

3 Headless APIs

Headless API solution enables you to build your own consumer- and agent-facing End2End Bind flows. The turnkey agency and carrier stack allows for custom integrations into current workflows for productivity and attribution tracking.

QRP FUNCTIONALITY

1 Form Pre-fill

3rd party Pre-fill data for Vehicles, Drivers, VIN number and Home Attributes, to improve form conversion rate, on Consumer-Facing as well as Agent-Facing flows.

2 Customer Re-Engagement

Reaching out to customers who drop-off, via SMS, Email, and Calls, to encourage them to speak out to an agent to complete their shopping.

3 Seamless Integration

Consumer should be able to ‘continue’ the process on the agent-facing flow, not restart it, by pushing consumer data from CRM into agent-portal and pulling dispositions back into CRM.

QRP IS FAR MORE COST-EFFECTIVE THAN DIRECT INTEGRATIONS

Building direct integrations is very time consuming and hence expensive (IT and Business cost) and integrations once done have to be maintained on a monthly basis. It has taken QRP four years to build out all its integrations and a team of 20 is on staff just to incorporate monthly changes. It is therefore a worthy consideration to make use of QRP for its rating expertise, just like you may be making use of a 3rd party for your CRM system.

	QS RATING PLATFORM			
	YOUR IN-HOUSE	HEADLESS API	AGENT-FACING FLOW	CUSTOMER-FACING FLOWS
	100%	65%	10%	10%
	Investment	Investment	Investment	Investment
SETUP & INTEGRATION				
Designers & Developers	✓	✓	—	—
Carrier & State Integrations	✓	—	—	—
3rd Party Rater Integrations	✓	—	—	—
Carrier Compliance & Appointments	✓	✓	✓	✓
Hosting & Domains	✓	✓	—	—
PCI, PII & Security	✓	—	—	—
MAINTENANCE				
Monthly Carrier Upgrades	✓	✓	—	—
State Upgrades & Regulations	✓	✓	—	—
Troubleshooting	✓	✓	—	—

CARRIERS AVAILABLE ON QRP



+ 100 National and Regional Standard and Non-Standard Carriers