

Take customer interactions to a whole new level!

Economical introduces blueButler — your personal communications assistant.

One of Economical's priorities is to leverage tools that improve its brokers' critical operations. We have entered into a strategic partnership with blueC 802 Inc to exclusively offer Economical broker partners a special rate on blueButler, a leading edge call management technology solution.

Customer contact is an important and strategic function of many brokerages. We understand the importance of maintaining accurate records of your interactions with customers, whether it's over the phone, by email or in person.



What is blueButler?

The blueButler product offers brokers efficiencies with state-of-the-art call content and call management technology. This tool was designed to help make your company more profitable. It allows you to manage recorded call content.

What makes blueButler the right choice for you?

1. Grow revenue, retain existing clientele:

- Automated screen prompts to generate leads – cross sell / up sell
- Warm renewals to eliminate competitive access to customers
- Vastly improve customer experience through personal touch - customer facts refreshed at your finger tips
- Audio signatures for applications and consents eliminating wait times for signed paper

2. It's a powerful management platform and skills improvement tool

- Know your business by tagging and viewing all calls by content ID important to you
- Ensure all activities from calls are put in your BMS
- Automated, customizable summary and detail reports on all key business factors
- Coach and train best practices from your top staff performances

3. It's a risk management tool

- blueButler provides customizable, on screen E&O prevention checklists
- Immediate and easy access to recordings of all client, underwriter, carrier, and other constituents' conversations to resolve disputes before they become E&O claims

4. It's easy to use

- blueButler is a turnkey Windows system that taps into your existing phone system and blueC manages the setup for you
- Your CSRs and producers have automated access to scripts/prompts and tags and can view their call content as easily as doing a "Google® search" to always have exceptional control of key information to ensure the personal touch advantage

5. It's affordable

- Economical has negotiated very favourable discounted pricing for blueButler
- blueButler will quickly provide increased revenues that will easily pay for the system

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Interested? Please contact your business development adviser (BDA) to purchase blueButler or to get more information.

What are brokers saying about blueButler?

“Within months the system paid for itself — by enabling us to catch and manage a particular E&O scenario. This recording solution is now fundamental to our business efficiencies and we are very pleased with our decision.”

Irene Dick, Willis Canada

“blueButler gives us significant business advantages including the tools to improve producer performance through call review training, protection to deal with errors and omissions claims, and efficient resolution of ‘he said she said’ disputes.”

Doug Heaman, Advocate Insurance Group

“The system has certainly delivered immediate results to our business. We have seen a marked improvement in our retention as we are able to monitor requests for cancellations and improve on outgoing renewal calls. The automated voice recording minimizes the need for confirmation letters, which reduces the cost of mailing and staff time doing repetitive task. We estimate the system will pay for itself within six months.”

Leo Blain, Haber Blain Insurance Brokers Ltd