



 **PRIORITY DATA**



Connecting You With Your Customers

In business today, customer intelligence is the most valuable asset a company can have. Understanding who your customers are and what they need is not just important for success; it is critical for survival. That is why you need an experienced partner like Priority Data to **give your customers what they want.**

Based in Omaha, Nebraska, Priority Data is one of the most recognized providers of information services and customized software in America. Our mission is to become a complete solutions partner for our customers—a single source for the customized services, professional insight and practical solutions clients need to grow their business, not their overhead.

With more than 30 years of experience in the industry, Priority Data has the tools and expertise you need to build stronger relationships with your customers and stronger returns for your company. **For proven success** in data entry, customized software, database management, data processing, direct mail and marketing services, Priority Data is the only name you need to know.

「INSURANCE CARRIER SOLUTIONS」

The Right Tools to Write More Business.

With the vast majority of insurance software focused on agencies and large providers, our focus at Priority Data is providing property and casualty carriers with the solutions they need to optimize their resources, capitalize on business opportunities and maximize profits.

We are not just experts in insurance software; **we are experts in insurance.** With 30 years of experience in the business, few companies understand regulations, policy workflow, multiple coverages and rating nuances as well as Priority Data. We know the business. We know the agents. Most importantly, we know what regional carriers need to succeed in today's competitive environment.

Our rating solutions were developed exclusively to meet the unique needs of regional and single-state carriers. Comprehensive as well as cost-effective, our state-of-the-art systems are fully customizable to fit your business, scalable to meet your needs and flexible to get you into the marketplace quickly.

With thousands of users across the country, Priority Data supports rating for all lines of property/casualty business, including *Home, Auto, Inland Marine, Dwelling, Farm, Commercial Auto, Business Owners (BOP), Umbrella* and many others. Our experience in operations covers 48 states and encompasses all rating methodologies, from ISO-based to predictive modeling. **For regional and single-state carriers,** Priority Data has all the right tools for success.





Customized Agent Tools to Build Your Network

What are insurance agents looking for these days? Faster, easier ways to write more business. They want the latest web-based tools for rating and turnkey systems that deliver accurate quotes in real time without having to navigate complicated carrier systems. But for many regional and single-state providers with limited resources, meeting those demands is challenging. If you are relying on an outdated rating system or one that doesn't support all your current lines, you are not getting the business you could from your agent network. That is where Priority Data can help.

Our innovative carrier-rating solution is everything your agents are looking for. It combines the latest web-based tools and data-prefill functions to automatically integrate variable third-party information such as credit scores, MVR's, CLUE and ChoicePoint® reports for fast, accurate rating in real time. It is more than just an agent-rating tool; **it is an agent-relations tool.** Based on years of industry research, agent surveys and feedback from professionals around the nation, it was made to deliver everything insurance agents are looking for—making it easier for them to do business with you.

Fully customized to your company, the solution integrates seamlessly with your brand to boost awareness with agents and gain preferred placement on comparative rating sites. With upgrade capabilities built into the system, it is also scalable to meet your future needs. **Give your agents more to work with, they will work with you more.** Let Priority Data show you how to achieve top-of-mind awareness in your network and bottom-line results for your company.

「 SOLUTIONS FOR YOUR AGENTS

Consumer Rating Tools to Boost Your Bottom Line

Online consumers today do not like waiting. Even for complicated products like insurance, buyers want the right information *right away*. Our consumer-rating tool was developed with this in mind: to give your customers the ability to generate accurate quotes online and give your company the ability to generate qualified leads in-house.

Consumer Quote is a unique web-based application **developed specifically for carriers** to provide online insurance rating for their customers. The proprietary system combines powerful tools and simple navigation to deliver accurate, real-time insurance quotes with just a few simple steps. The process is fast, easy and completely secure. Fully customized to your company and rating structure, *Consumer Quote* functions seamlessly with your website to attract prospective buyers, enhance customer service and generate new business.

Consumer Quote is a complete lead-management solution designed to support your agent network without competing with it. Fully integrated with Priority Data's agent rating solution, the application can work with your existing system or function as its own lead-management system. It features a range of specialized administrative tools to manage the process and help you **direct leads to your agents for final quoting and submission for policy issuance**. *Consumer Quote* is the complete solution you need to provide automated rating for your consumers and immediate results for your company. **Help your customers help themselves**. Look into the advantages of online rating and on-demand leads from Priority Data.



AND CONSUMERS



Smart Marketing Tools to Grow Your Company

As both a leading insurance-software provider and a nationally recognized information-management company, Priority Data offers a full range of specialized marketing, mailing and sales-support programs for the insurance industry. From data collection and processing services to database management and lead-generation campaigns, our goal is to become a **single-source provider** to meet the needs of our insurance partners.

We are recognized experts in data services. If your claims department is spending more time entering data from forms than evaluating claims, Priority Data can provide a comprehensive and cost-effective way to process your claims forms, customer surveys, undeliverable mail and business reply cards efficiently and seamlessly—turning your raw customer information into real competitive intelligence.

We are also experts in insurance marketing. Our strategic focus and industry experience can help you tap into new markets, expand your agent community and develop new revenue streams in areas you never thought possible. With a full range of mailing services and over 200,000 professional, consumer and insurance-specialty lists to work with, the experts at Priority Data can help you build the right campaign to reach your goals. For do-it-yourself people, *PriorityList* offers 24/7 access to research markets, build customized lists and make purchases online. **Delivering customized solutions for our insurance partners** is what we are all about. Contact us today and discover the advantages of having an industry leader on your side.

「THE SOLUTION FOR YOU」

「FOR MORE INFORMATION, CALL US TOLL FREE
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