



RelEvent Frequently Asked Questions (FAQ):

- **Can I use RelEvent from home?**

Yes, RelEvent is web based which means you can access it anywhere there is an internet connection.

- **Do I have to install any software?**

No, RelEvent is a web based product. There is no software to download or install.

- **How often is the data updated?**

Monthly.

- **Where does your data come from?**

Your state's labor department.

- **How accurate is the data?**

Let's start by saying that NO data, no matter the source, is completely accurate. The national average of correctness is about 80%. We use a multistep process of data gathering and cleansing to give the most accurate data possible. We start by pulling our data from the state. Then we cross reference the company name, address and phone number against 2 other data sources, looking for anomalies. The end result is that our data on average is 10% more accurate than when we start. You could expect our data to be between 80%-90% accurate.

- **Can other agents see my notes?**

No, your account is completely secure and private to you. Any notes that you leave, or letters that you upload or follow ups that you set are completely private and only viewable or useable by you.

- **Do I need more than one login for my agency?**

Yes, each producer/user should have their own RelEvent account. If more than one person tries to share access to the system, it will not work properly.

- **Do I need a PhD to learn how to use RelEvent?**

No, RelEvent is designed to be very user friendly. If you follow the instructions in the user guide you should be up and running in less than an hour.

- **What type of results can I expect to see from RelEvent?**

Your results depend solely on your efforts. If you never login, your results will be poor. RelEvent delivers to you all the prospects you could want, with tools that allow you to efficiently market on a regular basis and track your activity. A study by a major U. S. insurance carrier determined that their agents, that were regular users of RelEvent, increased their sales by 15% - 35%.

- **What type of results can I expect from a single mail campaign?**

As with any mail campaign, your return will probably be less than 1%. However, if you follow your mail campaign with a phone call, your return could jump to between 5% and 8%. We strongly recommend any mail campaign be followed with a round of phone calls for maximum results.

- **I am a longtime agent with a nice book of business already, do I really need RelEvent?**

Absolutely! If you do nothing more than login to RelEvent a few times a week and just look at the information you will see a company name or a contact name that you can't help but call. We call this "cherry picking". You will write between 8-12 policies a year, by accident, using the cherry picking method.

- **I am not an agent, can I still use RelEvent?**

Absolutely! Anyone that does marketing, prospecting, cold calling or sends out mailers should absolutely be using RelEvent. Agency principals, producers, telemarketers, CSR's - if part of your duties include reaching out to new customers, you should be using RelEvent.

- **What if I have a problem or question, is there a real person I can talk to?**

Yes. Our offices are located in Pittsburgh, PA and we would be glad to hear from you. You can contact us by phone or email.

- **Is this the newest version of RelEvent?**

Yes. Because RelEvent is web-based, you don't need to worry about upgrades or converting to the latest version. Every time you login, you will be using the absolute latest commercially available version of RelEvent. Of course, we are continually gathering feedback from our user population and we use that feedback to improve RelEvent, so keep an eye out for exciting new features!