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The Iroquois Group adds Agency Revolution as a Preferred Vendor Partner

The Iroquois Group® has added [Agency Revolution](http://www.AgencyRevolution.com) as a preferred vendor for marketing automation for their member agencies.

"We're committed to support the growth and profitability of our member agencies," said David Ward, Managing Partner of The Iroquois Group. "We all know the insurance consumer has changed, and we think Agency Revolution's latest marketing automation software can help our agencies bridge the gap with today's consumer."

Michael Jans, Founder and CEO of Agency Revolution said, "The Iroquois Group is one of the great insurance organizations in the United States today. We're honored to be selected by them and thrilled to be working with their member agencies."

Agency Revolution's latest platform, AR Connect™, is designed to automate communications with clients/prospects and streamline internal workflows, while helping the agency engage with their customers. It integrates with most industry management systems, such as AMS360, Applied TAM, QQ Catalyst, Hawksoft and more. Their software has been awarded the esteemed 5 Star Best of the Best Award by Insurance Business America.

About The Iroquois Group: The Iroquois Group® is one of the oldest and largest networks of independent agencies, with more than 2,200 members in 41 states. Members of all sizes join Iroquois for assistance in increasing their revenue, profits and agency value.

About Agency Revolution: [Agency Revolution](http://www.AgencyRevolution.com) is the leading provider of marketing automation and communications technology for independent agents and brokers in the US and Canada. For 20 years, AR has leveraged its expertise in marketing, insurance, and technology to help today's Independent Agent AUTOMATE, ENGAGE, and GROW their agencies.

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Q&A

Question: What exactly does the Agency Revolution software do?

AR: The system lets you communicate with your clients and prospects by integrating with your management system and automating your communications. This process will increase staff productivity, while building deeper, more stable relationships with your book of business.

Question: How does it work?

AR: Our platform pulls Contact, Policy and Claim data from your AMS and allows you to easily manipulate, segment or even micro segment your book of business to efficiently and accurately automate your communication with clients and prospects.

Question: Why is this software important?

AR: Marketing automation is the fastest growing category of business software. But, as is often the case, it's harder in verticals like insurance. It requires intimate knowledge of insurance, the insurance marketing life-cycle and, ultimately, it has to be connected or integrated with agency or broker management systems.

Briefly, it works by reading the information in the management system to trigger marketing messages automatically. This way, each and every customer is treated like an individual, receiving the right message at the right time, guiding the customer journey from 'stranger' to 'raving fan.'

Our channel is far behind the consumer in 'being digital.' Today's customer is well trained to expect their vendors and merchants to 'be there' with digital communications. The growing gap between today's consumer and our channel is getting to be dangerous – for agencies, and for the entire channel.

In short, we believe the most important software in an insurance agency today is the one that takes care of the customer.

Question: What are the biggest benefits to my agency or brokerage?

AR: Top line revenue. Meaningful communications. Strong relationships.

Add to that a marketing system that strategically drives more business, more policies, better retention, and more referrals.

The software also simplifies workflows, making them more automatic. Automation is less expensive than payroll.

Question: If someone wants to find out more, what should they do?

AR: Call 888-208-9239. Email sales@agencyrevolution.com. Or visit our website at <http://www.AgencyRevolution.com>