



Case Study: Achieving One Client's goal of On-time, Aggregated Analytics

How Magnifact's AgentVizion™ Platform transformed the Production Reporting Process for an Industry-Leading National Marketing Organization

Overview

Marketing organizations frequently contract with multiple insurance companies as they work to expand their product offerings to increase their competitive edge. However, managing these complex partnerships can be a daunting prospect. With its extensive network of carrier relationships, Western Marketing Associates, a well-known National Marketing Organization based in Missouri Valley, IA, realized that maintaining an up-to-date and combined view of the business across all carriers and third-party systems would be an error-prone and labor-intensive task.

These challenges eventually led the company to Magnifact, an insurance technology solutions company, and its award-winning, patented platform, which facilitates real-time analytics by automating time-consuming and manual processes. AgentVizion™, a vital component of the Magnifact Insurance Platform, provides agents, brokers, third-party administrators, and insurers with greater visibility into all aspects of Life, Annuities, and Health distribution.

This case study highlights how this Integrity Marketing Group-owned NMO has benefitted over the past five years by utilizing the AgentVizion™ platform as a key element of its digital transformation journey.

The Client

Western Marketing
www.wmacorp.com



Industry

Health, Life, Ancillary, and
Annuity Insurance

Ecosystem

60+ Carriers, 10,000+ agents,
30+ product types



Key Challenges

Western Marketing Associates is a well-known NMO, partnering with over 60 insurance carriers, each of which has its respective data formats, reporting schedules, and delivery mechanisms. Western Marketing's manual processes for downloading data files from multiple carriers were unable to keep up with the sheer volume of information being shared across its complex distribution hierarchies. This made it challenging to generate timely production reports for executive stakeholders and downlines.

Known for its personalized service and support, Western Marketing hoped to find an automated solution to streamline their labor-intensive processes. This necessitated a platform that could automate data aggregation and provide visual analytics for on-time production reporting. After careful consideration, Western Marketing chose AgentVizion as the best-suited and most comprehensive technology solution to meet the company's needs.

The Solution

In the summer of 2018, Magnifact began to implement and roll out AgentVizion following an initial kickoff discussion with Western Marketing. The project utilized MagniBot, Magnifact's hyper-automation engine, to automate data collection and ingestion. This information could then be integrated with Western Marketing's SmartOffice™ CRM platform. To optimize this process, Magnifact's data transformation platform, MagniFyle™, was configured to perform native carrier file translations directly into AgentVizion's data tables.

Within weeks, key carriers and third-party systems had been fully integrated into the production environment, enabling real-time reporting access to the Western Marketing team and their downline relationships.

"Lightyears ahead of anything on the market today. There is simply nothing out there in the insurance industry right now that provides access to this information the way AgentVizion does..."

– Brandon Finken, COO



"We consider AgentVizion to be a vital tool for enabling the success of our organization as we work towards transforming our business operations to drive revenue and enhance producer satisfaction."

– Amber Finken, Director of HR and Incentives



Key Advantages

AgentVizion has equipped Western Marketing with the perfect platform to boost sales and better identify operational value throughout the organization. Thanks to this multi-year partnership, Western Marketing now has access to:



Automated aggregation of up-to-date production data from over 60 different carriers



Robust drill-down capabilities that empower executives with a comprehensive view of the business



Next level analysis of sales and downline performance by carrier, plan, and region, making strategic tweaks as needed



Streamlined operations and reduced costs through automation and analytics



Enhanced reporting experience for both distributors and producers

Magnifact is a leading provider of SaaS-based DataIntelligentSM solutions for the insurance industry with secure process standards backed by SOC 2 Type II attestation. To learn more about Magnifact, visit [Magnifact.com](https://magnifact.com) or contact us at info@magnifact.com.