

# Journey Sales Launches Advisor Engagement for the Insurance Industry

PHILADELPHIA, Pa., July 16, 2015 (SEND2PRESS NEWSWIRE) – Journey Sales, a leading provider of innovative customer engagement solutions for sales professionals, is pleased to announce the availability of Smart Rooms for Advisor Engagement and three new insurance clients. This cloud-based solution brings a new approach for wholesalers to manage and engage their brokerage, institutional, and captive advisor groups for more effective recruiting, onboarding, product education, and support. With Smart Rooms for Advisor Engagement, wholesalers can improve productivity and close more business by establishing powerful digital connections with their producers.

“Although designed to support a variety of use cases, we are excited to see how quickly the insurance industry has adopted Smart Rooms,” said Bill Butler, CEO and Co-Founder of Journey Sales. “The reception by the market demonstrates insurance companies are ready for a digital engagement model to increase advisor performance across distribution channels.”

Wholesalers strive to improve how they connect with advisors as they currently spend a disproportionate amount of time and effort being reactive versus being proactive. Smart Rooms enable wholesalers to expand their reach to both existing and new advisors and to digitally nurture these relationships. In turn, the wholesaler is able to monitor an advisor’s digital body language and proactively provide support.

“Although the industry has relied on relatively static portals to connect with advisors, they are neither responsive nor personalized,” said Stephen Maloney, a consultant to the insurance industry. “Both the consumer and advisor have rising expectations for being enlightened and educated. In today’s digitally mobile world, providers are judged on the speed of their interactions and the quality of their content.”

Advisor Engagement Smart Rooms are changing the way in which insurance companies and distributors are digitally engaging. The focus is on supporting the industry’s need to recruit, educate, train, and support various types of agents and advisors. Smart Rooms complement existing investments in portals by offering a personalized experience. The Smart Room experience is consumer-like in its simplicity, encouraging quick adoption and positive results.

“Having worked with insurance companies for many years, I am thrilled to enable the transformation of advisor engagement with Smart Rooms,” said Ann Davis, VP of Sales at Journey Sales. “The accelerating adoption of Advisor Engagement is encouraging an increasing number of advisors to use Smart Rooms to engage their clients with the consumer-like experience they desire.”

Smart Rooms are easy to deploy and use as they are built natively on Salesforce®, leveraging its secure and scalable platform. Smart Rooms are Salesforce1 Mobile certified and are available for download in the Salesforce

AppExchange®.

**About Journey Sales:**

Founded in 2014, Journey Sales is a provider of cloud-based solutions dedicated to improving the sales process through better alignment with buyers' needs. Journey Sales' flagship solution, Smart Rooms, helps busy sales professionals close more deals more predictably by enhancing customer engagement throughout the sales process and the entire customer lifecycle. Smart Rooms are native to Salesforce® and are used by customers in various industries including high technology, insurance, and consulting.

For more information visit <http://www.journeysales.com/>, follow us at <http://www.linkedin.com/company/journey-sales>, and find us on the [Salesforce AppExchange®](#).

VIDEO: <https://youtu.be/nF8bCv97odg>.

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