1. AI Overview

11. Leveraging Ai 101 · https://clients.financevine.ca/docs/1-ai-overview/

AI-powered tools can help with follow-ups and communication in four main ways:

- **Automated Communication:** AI can manage simple, repetitive communication, ensuring no client is forgotten.
  - **What to use: AI chatbots** and **email automation software**.
  - **When and how:** Use these to provide 24/7 support on your website, answer common questions, or send automated reminders for policy renewals or mortgage rate changes. The AI can draft and send a personalized email to clients on their policy anniversary or alert a mortgage agent to follow up with a client six months before their mortgage renewal date.

- **Proactive Insights:** AI analyzes client data to provide agents with a "sixth sense" about their clients' needs.
  - **What to use: Predictive analytics** and **AI-powered CRM systems**.
  - **When and how:** These tools can analyze a client's history, financial data, and market trends to predict their future needs. For example, the AI might identify a life insurance client who has had a recent life event (like marriage or having a child) and suggest a policy review. For a mortgage agent, it could flag a client whose home value has increased, making them a good candidate for a home equity line of credit. The agent then gets a notification to reach out with a personalized, timely offer.

- **Task Automation:** This is about using AI to remove tedious paperwork and administrative tasks from an agent's day.
  - **What to use: Intelligent Document Processing (IDP)**.
  - **When and how:** IDP uses AI to automatically extract key information from documents like tax forms or insurance applications. This eliminates manual data entry, reduces errors, and ensures

that all client information is up-to-date and organized. This allows an agent to spend less time on paperwork and more time on the phone with clients, strengthening relationships.

- **Long-term follow-ups, etc**: Agents and brokers can use AI to write powerful email sequences by leveraging AI-powered tools that automate and personalize the process. These tools go beyond simple mail merges to create a dynamic and tailored communication strategy for long-term follow-up, nurturing leads, and requesting referrals and reviews.