AI Producer Agent

The Future of Insurance Prospecting

Define Ideal Customer Profiles > **Identify Target Prospects** > **Gather Intel** > **Deliver Personalized Outreach**

Lead generation is an insurance provider's lifeblood. Yet, sourcing new business opportunities can be time-intensive. And these scattershot approaches can yield inconsistent results.

Zywave's AI Producer Agent, the latest agentic AI assistant from the trusted source in insurance, makes lead generation more efficient and less painful. This agentic workflow taps into Zywave's industry-leading data and content solutions to identify ideal prospects and initiate targeted outreach at scale. The workflow helps insurance providers to reach the right prospect with the right message at the right time. And it allows producers can focus on seizing opportunities and building relationships.

The future is here. The AI Producer Agent is a game-changer for insurance organizations.

> *"Zywave Agentic AI is **freeing us** from transactional work **so we can spend more time with clients.**"*
>
> *Julius Aebly, Aebly & Associates Insurance Services, Inc.*

*Eliminate 15+ step manual processes and see a **182% improvement in productivity.***

Prospect Identification

The agentic workflow begins with a **Prospect Identification Agent**, which enriches policy data stored in connected Agency Management Systems. The agent then uses the enhanced information to build Ideal Customer Profiles.

Lead Sourcing & Scoring

Next, the agentic workflow leverages a **Lead Sourcing & Scoring Agent** to find top prospects who meet each Ideal Customer Profile. The agent uses intel from Zywave's miEdge database to rank prospects by buying intent and surface trusted contact information.

Research & Enrichment

With target prospects identified, a **Research & Enrichment Agent** helps round out profiles with household data, company data, and current coverage details. The agent then shares these insights in comprehensive research briefs.

Outreach & Optimization

The agentic workflow concludes with an **Outreach & Optimization Agent**, which deploys personalized email sequences featuring resources from Zywave's extensive content library for each prospect. The agent also tracks engagement and recommends optimizations.

Want to learn more?
Contact us at 855-454-6100
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