



Case Study - Independent Health Insurance Agent Association (IHIAA)



The Independent Health Insurance Agent Association (IHIAA) provides health insurance agents with comprehensive training & support. Since establishment, its unbiased approach, ethical focus and networking platforms have made it a stand out firm and become one of the fastest growing insurance associations with now over 1000 members.

“It serves as a ‘wow factor’ for clients and the online selling process is now five times easier than it ever was!”

John Petrowski
Founder
IHIAA
www.ihiaa.com

The Challenge

Selling health insurance online is a tough task. Relying solely on telephone conversations, insurance agents tend to have difficulty controlling the presentation or keeping clients engaged. Improvement was found in sending insurance plans as email attachments beforehand and then discussing them over the phone, but confusion still inevitably occurred from time to time.

The Solution

“Mikogo desktop sharing has made online selling five times easier”, says John Petrowski, owner of IHIAA. *“As many of the clients have never experienced desktop sharing software, this tool arouses their curiosity and serves as a ‘wow factor’ for agents’ presentations. Also by visually explaining to the clients the rates and the plan details, you establish your credibility because they can see that you are not hiding anything”.* Furthermore, it was the wide feature range within the Mikogo software that appealed to IHIAA providing added incentive over alternative solutions.

The Conclusion

John was particularly impressed by Mikogo’s accessibility and features and now sees it as an integral part of company sales: *“Mikogo is a fantastic tool, easy for clients to attend and a lot of options including a whiteboard and file sharing. Clients always comment on how easy it was to join as opposed to other sharing tools. We use it twice a day and I would highly recommend Mikogo to anyone who needs a desktop sharing tool!”*

About Mikogo - Mikogo incorporates innovative desktop sharing technology to provide an easy-to-use free online meeting solution, welcoming everyone to high-quality online collaboration. The popular software tool is now used in over 180 countries, primarily by private users, freelancers and small businesses. Launched in 2007, Mikogo is provided by the renowned provider of web collaboration solutions, BeamYourScreen, whose product range consists of software solutions for online meetings, online presentations, and remote support. At present, more than 2000 corporate customers in over 40 countries worldwide are using the BeamYourScreen technology and benefiting from significantly reduced travel time and travel expenses.