



**Driving More Initial Meetings. Achieving Higher Closing.  
Netting Higher Retention with Insurance Buyers.**

DAVIDSON  MARKETING

## Client Business Description

- ◇ Davidson Marketing Group (DMG) specializes in value-added technology to support insurance brokers and benefits companies.
- ◇ With its powerful flagship product, FutureOffice Network, insurance consultants are able to increase retention rates with customized portals packed with resources on topics such as Health Care Reform and Time & Attendance tracking.

## Background

- ◇ DMG provides value-added technology to support insurance brokers and plan administrators.
- ◇ Their flagship product, FutureOffice Network (FON), helps brokers in closing sales faster & increases customer retention rates with feature packed custom Portal.
- ◇ DMG's FON-HR Product helps SMB's thrive with a variety of human resource support options.
- ◇ DMG other products target OSHA Tracking, Liability & Medical interventions to reduce future insurance costs.

## Challenge

- ◇ Smaller insurance agencies, limited in their offerings are inadequate to compete with larger agencies & retain clients.
- ◇ With changing Market & Federal Regulations, agencies face difficulties to keep clients educated.
- ◇ Geographical constraints limit the prospective client pool & pose a challenge in providing services physically to clients.

## Idea

- ◇ Create a Cloud based tool offering vast Insurance domain knowledge with up-to-date information on market, regulatory changes & expert analysis.
- ◇ Portal to be available to Insurance Brokers & Clients thus giving a competitive edge in the marketplace.
- ◇ Leverage Portal to offer other tools such as OSHA Tracker, FON HR, Med Analyzer, Loss Analyzer.

## Our Solution

- ◇ Mobile Pundits created Cloud based FutureOffice Network, FON HR, Med Analyzer, Loss Analyzer Products.
- ◇ Online Documents Management Services helped Agents to collaborate effectively with clients.

Self care, white labeled portal were provided to the insurance brokers to emphasize their brand.

### Technologies Used

- C#.NET / MSSQL Server
- HTML5 / CSS / JS

## About Mobile Pundits

Mobile Pundits is an ISO 9001:2008 Certified, leading provider of end-to-end Mobile Development & Testing solutions.

Since over 15+ Years now, Mobile Pundits' expert team has been helping our Clients with:

- ◇ Enterprise Mobility Strategy & Consulting
- ◇ Mobile Application Development
- ◇ Mobile Product Development
- ◇ Mobile Application Porting
- ◇ IoT (Internet of Things)
- ◇ Cross Platform Development
- ◇ Responsive Web Design & Development
- ◇ Mobile Testing

Our areas of expertise include:



### CONTACT MOBILE PUNDITS TODAY

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