Entrekin Insurance

Company snapshot

Entrekin Insurance was founded May 1, 2019, in the coastal Mississippi town of D'Iberville. What started as a one-person operation has grown into a successful business that prides itself on being the hometown insurance agency the community can count on.

"What we need more in this world is people helping people. And I'm passionate about what we do here, we truly care."

Jody Entrekin,
Owner / CEO
Entrekin Insurance

Entrekin Insurance

Vertafore solutions

QQCatalyst

Orange Partner Program

• Agency Revolution

• Insurance Agent App

Proven results

• Retention rate:

Entrekin Insurance: 98.7%

Industry average: 83%

• NPS Score average:

Entrekin Insurance: 99

Industry average: +32

Growing up, Jody Entrekin didn't know anything about insurance. There was limited education available—neither his family nor anyone he knew understood home or auto insurance so no one was able to teach him.

When Hurricane Katrina hit the state of Mississippi in 2005, Jody was a first-time homeowner, but without sufficient insurance coverage. He lost everything he had ever owned except the clothes on his back.

"I learned my lesson about insurance the hard way. I went to an agent and just got whatever they told me I needed to get. No one took the opportunity to sit down and explain it to me. The education was non-existent. And when I learned the lesson the hard way, I was very angry."

What emerged from this tragedy was a desire to ensure that no one in Jody's community would experience the amount of loss he suffered without adequate coverage. Jody began a career change that would lead him to open Entrekin Insurance. Jody's agency was founded upon one goal: to provide not only quality insurance, but to educate customers on the complexities of insurance and help them make smart decisions when purchasing policies.

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Within the first year, Entrekin's sales premiums were already impressive, and have now tripled. This yields a nearly 180% growth rate to date.

QQCatalyst: automated, easy to use, & scalable

QQCatalyst is an agency management system that provides operational, marketing, and sales pipeline management tools. It enables agencies to strengthen customer relationships and ensure effective business management so they can focus on growing their book of business.

QQCatalyst allows Entrekin Insurance to do what it does best—connect with customers consistently—while growing their business. With three full-time employees, Entrekin Insurance needs a system that allows for easy client management and service, sales and marketing automation, and technology integrations. With these functionalities, Jody and his team do not need to focus on time-consuming processes or manual workflows. Instead, QQCatalyst enables them to work on building genuine connections and educating their customers, leading to their immense success and growth over the last two years.

> "There's no way I have the time to focus on advertising and marketing my agency. I let the products do that for me."
>
> **Jody Entrekin,**
> *Owner / CEO*
> *Entrekin Insurance*

QQCatalyst's marketing automation has allowed Entrekin Insurance to focus on building customer relationships while the system continues to work seamlessly in the background. Within 1 year of opening its doors, Entrekin insurance had more than $500,000 in sales, coming from a single agent and no advertising efforts. As Jody mentioned, "I have to utilize what Vertafore has given me the opportunity to utilize. My advertising comes from Vertafore partners and my management system."

Not only does the system help with marketing efforts, it also allows Jody to focus on his mission of educating customers. When shopping for insurance, customers often face the decision of choosing a policy that meets their needs or a policy that meets their budget. The Entrekin Insurance team prides itself on taking extra time to connect with customers to educate them on prices, deductibles, and trends in the area so that they can make the most informed decision. But at a three-person agency, the only way to make this effort is by taking advantage of the automation of QQCatalyst for other administrative tasks. Education and superior customer service are reasons why customers choose Entrekin Insurance.

Orange Partner Program

The Vertafore Orange Partner Program provides open access and integration using available APIs so customers can take advantage of complementary solutions that bring best-in-class capabilities to our suite of products.

QQCatalyst and the Orange Partner Program have played a crucial role in the success of Entrekin Insurance. Jody has been able to utilize Agency Revolution's marketing automation platform, Fuse, to engage with customers consistently throughout the customer journey, increasing retention and revenue. He also uses the Insurance Agent App to allow his customers to engage with the agency when and how they want, providing an even better, more modern customer experience. From sending birthday text messages to customized emails explaining new policies, Entrekin Insurance has been able to maintain continuous engagements with their customers, building a foundation of trust and reliability.

"Entrekin Insurance was able to give the customer more knowledge and education about insurance in just one call than any of the four agencies they called," Jody recalls, "That's what makes us different here... it's the compassion."

When it comes to working with customers, QQCatalyst and third-party integrations allow for fast, reliable, and easy servicing. For example, after a hurricane, a customer was able to submit pictures and other important information regarding property damage directly through the Insurance Agent App. Jody and team were then able to send the information directly to their carriers in a timely and secure manner, resulting in their customer getting paid faster. With these easy-to-use integrations, Entrekin Insurance can stay up-to-speed servicing their customers, ensuring they are providing them with the best customer experience.

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As the Insurance industry continues to evolve and customer expectations are changing, the key to remaining relevant and profitable lies in embracing modern technology. QQCatalyst enables customers to build stronger relationships and grow their book of business by simplifying client and policy management and automating daily processes.

Vertafore is here to be your partner and guide you through this evolving landscape. Contact us to learn more about how Vertafore can help you drive growth for your business.

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