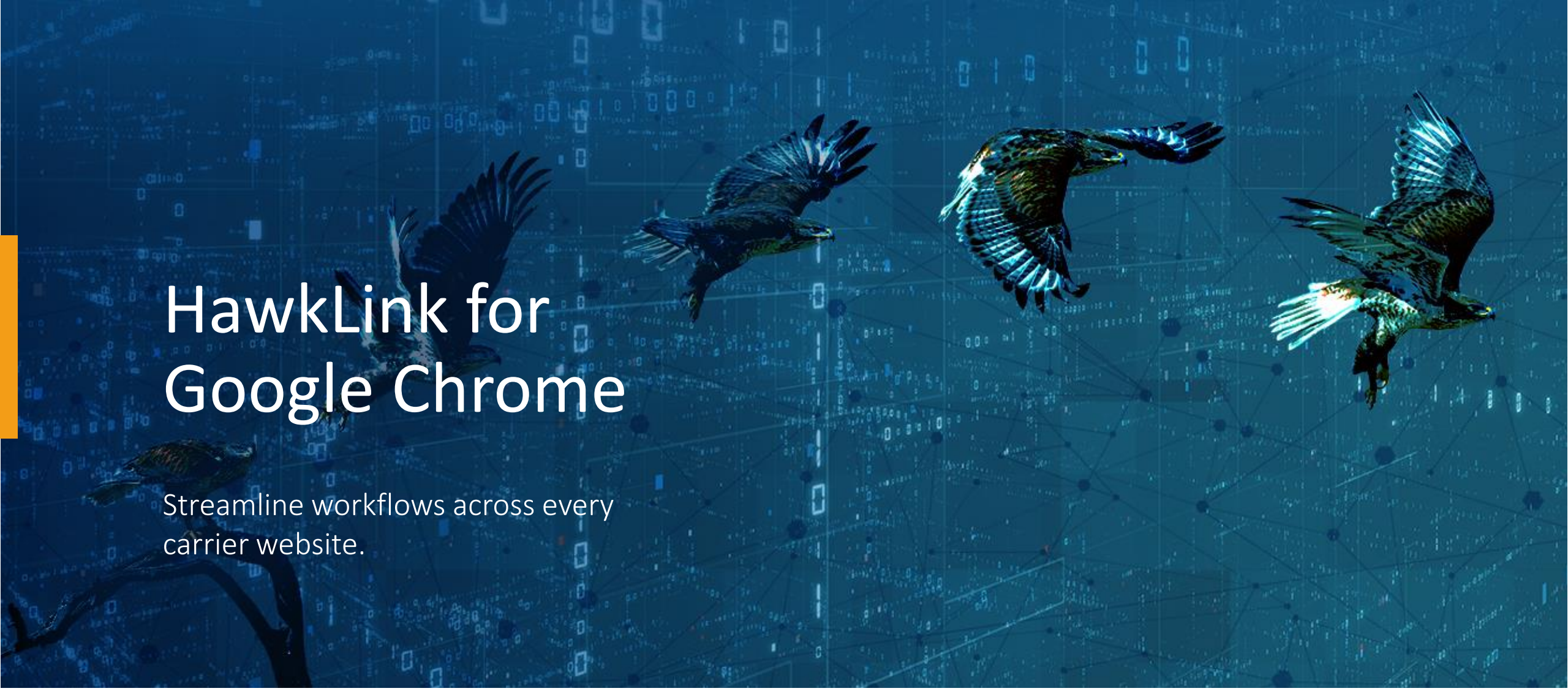


HawkLink for Google Chrome

Streamline workflows across every carrier website.

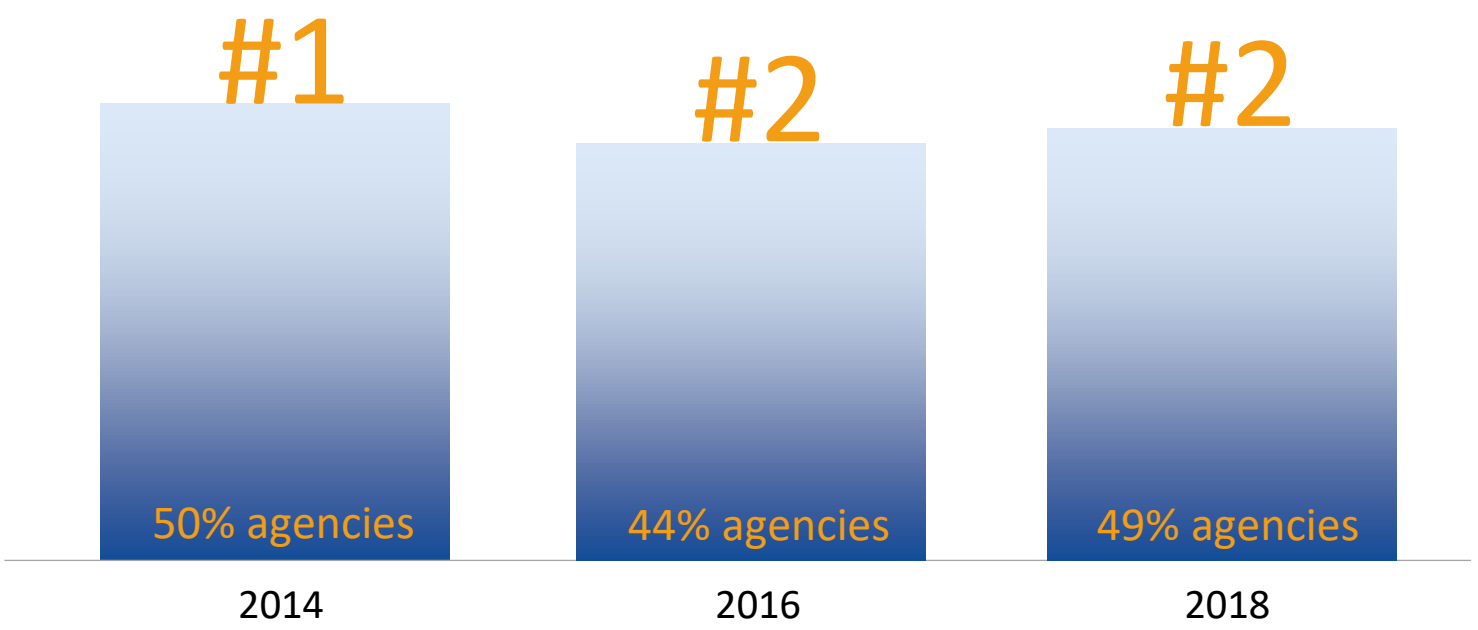
Rushang Shah
Chief Marketing Officer

Jerry Fox
VP, Carrier Relations

Darrin DeFouw
Senior Product Owner

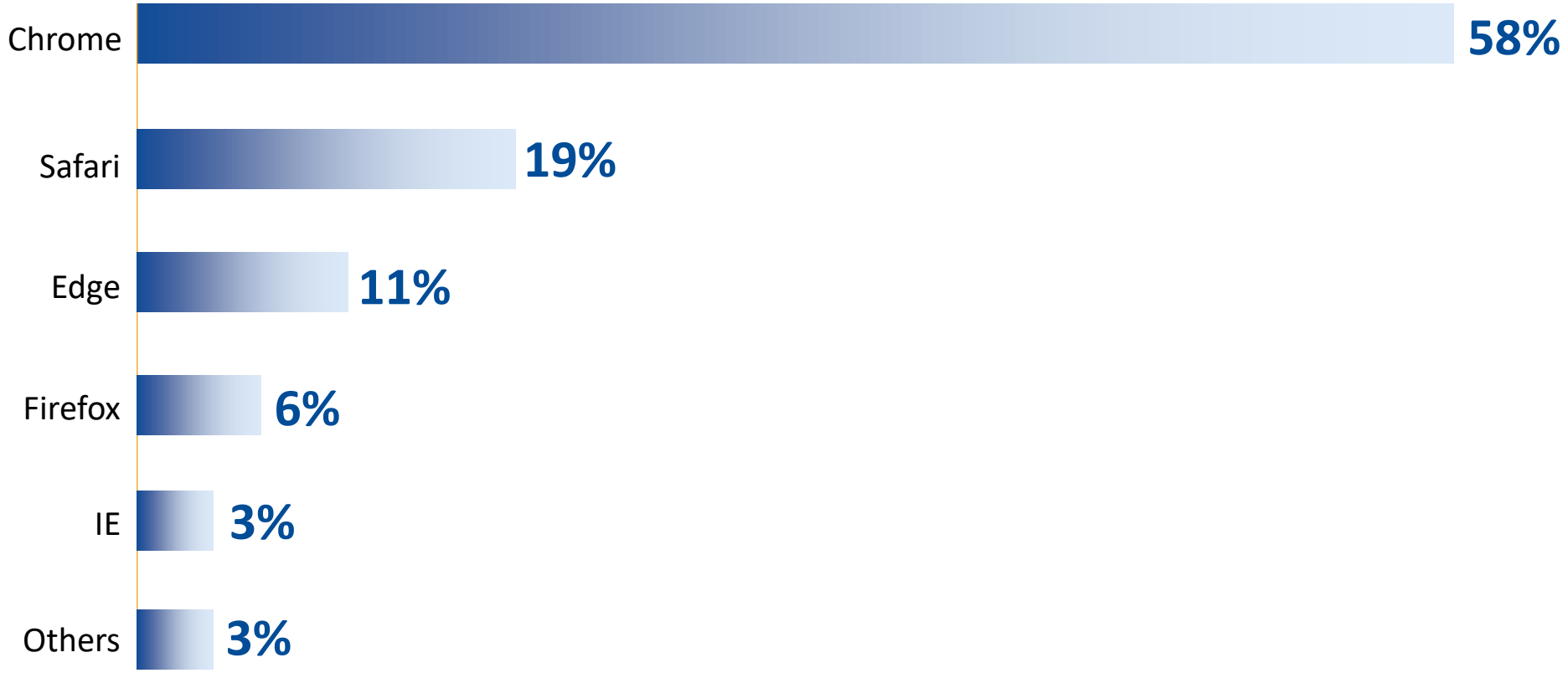
HAWKSOFT

Dealing with multiple carrier interfaces is a top technology challenge



Source: Agency Universe Study – IIABA

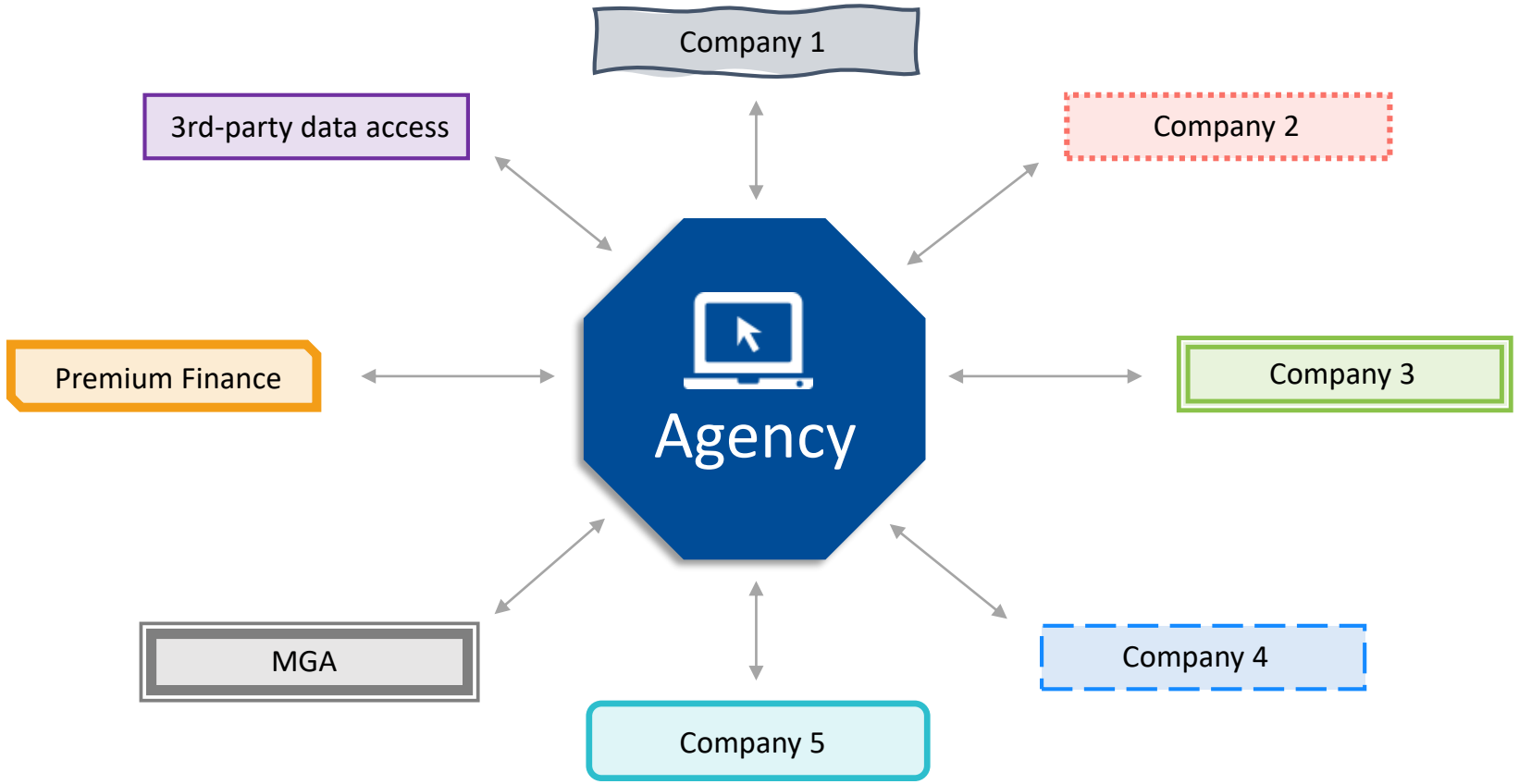
Desktop Web Browser Market Share in USA



Source: Statcounter Web Analytics
(As of February 2021)

Juggling Workflows on Carrier Agent Portals

Each carrier's agent portal and their data fields look and behave differently.



Auto-fill client and policy data

HawkSoft CMS Data

- Client PII
- Policy details
- Carrier & MGA data
- Agent and 3rd-party data

HawkLink for Google Chrome

- Carries data from CMS in a rich array of fields
- Data in HawkLink can be re-used on multiple websites

Google Chrome®
(Carrier's agent portal website)

- Custom field mappings
- Share mappings across your office
- Crowd-sourced database of mappings are verified by other agencies, carriers, and HawkSoft
- Most websites that load in Chrome and have form fields can be mapped

Google Chrome is a trademark of Google LLC.

DEMO

Darrin DeFouw, Senior Product Owner

What’s in it for Carriers and MGAs?

HawkSoft Agent Community

Carrier/MGA Agent Portal

Agents are always accessing current client data
Accurate, real-time quotes that are bindable
Fast access to billing and policy inquiries
No cost to carriers or agents

Jerry Fox

VP, Carrier Relations

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Help us help your carrier and you

1. Email me your carrier contacts.
2. I'll work with them to certify data mappings with their website.
3. You and others who write with those carriers can use certified mappings going forward.

Q & A

More info about HawkLink for Google Chrome:

https://www.hawksoft.com/hawklink