AgencyBloc

THE BIG BOOK OF CUSTOM REPORT RECIPES

Hello!

Thank you for downloading **The Big Book of Custom Report Recipes for Life and Health Agencies**! We hope you use these report recipes to drill down to the data you need on a monthly, quarterly, or yearly basis.

To run most of these reports, you'll need to have the right technology in place that allows you to manipulate your data and target specific information.

Relying on more manual options like spreadsheets or generic CRMs can make running these reports difficult. Spreadsheets are error-prone; plus, organizing data within them in a way you can draw insight from can be time-consuming. With a generic CRM, your information may not be stored or properly tied together which can make reporting inaccurate.

Each of the following reports can be built in ***AgencyBloc's Custom Report Builder***, which allows you to pull any kind of report you need from all-encompassing to incredibly granular. Design your own reports, save them, and share them with team members to ensure everyone is on the same page.

THE BIG BOOK OF
CUSTOM REPORT RECIPES

All of the following example reports are basic outlines of the key information you'd want to include for that specific report type (policy, lead, commissions, etc.) Use these recipes as a launching pad to create reports that resonate with your team. We've included further examples for each report type, as well. Note, the first example report is the one that's fully built out.

When running a report, you must decide:

1. Which **type** of report you want to run
2. Which **filters** to use
3. Which **columns** to view the information by

The report type is the base of the report which then gives you more options to drill down to the information you want to see. In AgencyBloc, the report types are:

- Groups
- Individuals
- Policies
- Agents
- Agencies
- Carriers
- Addresses
- Commissions

BUILDING CUSTOM REPORTS

Filters and columns allow you to target the data and show only the information you're looking for.

Filters

A filter narrows the scope of your report to include only that which you ask for. These can be used to present an expansive view or to narrow down to something specific. Use filters to narrow down your scope. This can be date range, name, etc. When using a defined filter range like within this month, you can run the report every month knowing it's intuitively pulling the current month's information.

A few examples of filters include:

- Contact type (prospect, client, x-client, lead, etc.
- Policy type (Medicare, LTCI, whole life, etc.)
- Status (active, lapsed, deceased, submitted, etc.)

Columns

Columns allow you to choose what data you want to see in the report. These will help you get a clearer view of the data you've pulled so that you can then better apply your findings to your business planning.

As an example, if you're identifying clients with an LTCI policy, it would be helpful to have columns showcasing information including:

- Full name
- Phone number
- Client creation date
- Policy ID
- Policy expiration date
- Carrier

With columns and filters, you can customize the information you want to see and how you want to see it presented. This gives you the power to pull the reports that are pertinent to you to help you make more informed business decisions.

AGENCY ACTIVITY REPORTS

Agency productivity reports help you see how much your team is getting done in a given time period by looking at activities

Filter(s):

Activity Status	is not equal to	Complete
Most Recent Activity	Yes	
Follow-up Date	is before	Today

Columns:

Activity Subject
Activity Date
Activity Status
Activity Follow-up Date
Activity Follow-up User
Policy Number
Policy Type

Example Reports:

- *Activities Not Completed on Policy*
- *Activities Not Completed on Group*
- *Activities Not Completed on Individual*
- *Activities Completed on Policy*
- *Activities Completed on Group*
- *Activities Completed on Individual*

In ***AgencyBloc***, Activities are used in 3 ways:

- To assign tasks to users
- To manage your own to-dos
- To create a permanent paper trail of when events occurred

An Activities report in AgencyBloc gives you the full scope of what's being completed in your agency and what's outstanding. Use this report to better understand your team's productivity and where changes may need to be made.

Customize the report further to include other pieces of information like notes, follow-up team, created date, etc. to give you more insight into the open activities.

PRODUCTION REPORTS

Production reports give you a comprehensive view of your adds and terms for a specific period to help you determine your churn rate.

Filter(s):

Policy Status	is equal to	**Client**
Effective Date	within this year	

Columns:

Full Name
Policy Coverage Type
Carrier
Issue Date
Renewal Date
Lead Source
Servicing or Signing Agent

Example Reports:

- *Adds/Terms by Year*
- *Adds/Terms by Month*
- *Adds/Terms by Quarter*
- *Adds/Terms by Coverage Type*
- *Adds/Terms by Carrier*
- *Adds/Terms by Agent/Employee*

Calculate and track churn rate by reporting on all of your adds and terms throughout the year. Identify peak and valley seasons by comparing year over year, month over month, and quarter over quarter.

With this information, you can make critical business decisions that affect the future of your insurance agency. These decisions might include:

- New hires
- Diversifying offerings
- Expanding state licensures & coverage

INDIVIDUAL POLICY REPORTS

Individual policy reports give you the power to analyze your individual policy book of business on a deeper level.

Filter(s):

Effective Date	within this month	
Carrier Name	is equal to	UHC

Columns:

Policy ID
Policy Holder Name
Policy Number
Effective Date
Coverage Type

Example Reports:

- *New Policies by Carrier*
- *New Policies by Coverage Type*
- *Activities on Policies*
- *Policies with Lead Sources*
- *Count of Lives in Policy Type*

Reporting on individual policies can help you better understand which types of policies are your most successful and which carriers are your top-producing. Use this information to make more informed business decisions on where to pivot in regards to future carrier partnerships and product offerings.

Another way to run reports on individual policies is to track submitted policies. You can get very granular with these reports by isolating certain types submitted within a particular week. Again, it gives you a better picture of your sales cycle, what's performing well for your business, and how you can adjust for future success.

GROUP POLICY REPORTS

Group policy reports give you insight into your group policies and can help you monitor census, enrollment, and election.

Filter(s):

Employment Status	is equal to	Active
Group Status	is equal to	Active

Columns:

Group ID
Group Name
Full Name
Employment Hire Date
Employment Classification
Employment Salary
Employee Age
Employee Gender
Policy ID
Coverage Type
Carrier

Example Reports:

- *Employee Census*
- *Activities Not Completed by Group*
- *Coverage Type by Group*
- *Activities by Group*
- *New Groups*
- *Terminated Employees by Group*
- *Employees by Demographic by Group*
- *In-Force Policies by Group*

Your focus can be the prospecting side or the continued customer service side. This information helps you track conversions while giving you more insight into the viability of your groups.

Dig deeper with these reports by including employee relationships (spouse, kids, etc.). This is especially important for comprehensive census reports to see which employees have elected coverage and who all connected to them are enrolled.

LEAD NURTURING REPORTS

Lead nurturing reports help you see where your lead nurturing efforts are successful and where improvements could be made.

Filter(s):

Individual Type	is equal to	Lead
Lead Date	within this month	

Columns:

Full Name
Lead Source
Creation Date
Servicing or Signing Agent

Example Reports:

- *New Leads*
- *New Leads by Source*
- *New Leads by Status*
- *New Leads by Agent*
- *Activities on Leads*
- *Demographics of Leads*
- *Leads with Relationships*

Quickly see the outcome of leads coming into your agency by running a full leads report each month. This will give you a good idea of your conversion rate and if your lead sources are a good fit for your agency. This is especially important if you're using many lead sources, have a variety of lead vendors, and are branching into lead sources or vendors.

Include both a lead creation date and client creation date to study your sales cycle for different kinds of leads, leads from particular sources, and overall. This granular look helps guide your marketing dollars to the best investments.

SALES REPORTS

Sales reports help you monitor your sales efforts to ensure you're hitting the goals you've set out for your agency.

Filter(s):

Policy Status	is equal to	**Pending**

Columns:

Created Date
Policy Holder's Name
Coverage Type
Effective Date
App Submit Date
Servicing or Signing Agent
Note(s)

Example Reports:

- *Pending Policies*
- *Pending Policies by Carrier*
- *Pending Policies by Lead Source*
- *Pending Policies by Coverage Type*
- *Activities on Pending Policies*

A pending policy report is a real-time report you can run at any point to see how your team is doing and where they may be facing issues.

Better monitor your sales team to identify peaks and valleys to help you understand where you can assist. Use sales reports for more insight into your sales efforts to inform you when changes need to be made, hires added, and more.

Your management team can take it a step further by digging down into the activities associated with each pending policy for insight into what's going on and what's likely to happen next. This will give you background and context of the policies currently pending.

AGENT PIPELINE REPORTS

Agent pipeline reports provide the data needed to hold instructive and collaborative meetings with your agents and staff to ensure everyone is working towards their goals.

Filter(s):

Agent ID	is equal to	**52529**
Individual Type	is in list	**Prospect, Lead**

Columns:

Full Name
Individual's Type
Individual's Status
Medicare ID
Lead Source
Lead Date
Relationships
Note(s)

Example Reports:

- *Agent Pipeline*
- *Agent Production*
- *Pending Policies by Agent*
- *Activities by Agent*

Understanding the pool of prospects your agents are working with is key to knowing how you can help them grow. Use this report to get an inside look into their pipeline. You can use this report during yearly evaluations and monthly touchpoints to help ensure your agents are on track for success.

Add more to the report like activities to better understand the agent's productivity and capacity. This helps you know when and to whom you should distribute incoming leads.

COMMISSIONS RECEIVED REPORTS

Commissions received reports show you all of the commissions your agency has received from all carriers for any given period.

Filter(s):

Commission Statement Date	within this month

Columns:

Policy Number
Policy Holder's Name
Carrier Name
Coverage Type
Revenue Type
Commission Received
Servicing or Signing Agent
Statement Date

Example Reports:

- *Total Commissions Received*
- *Commissions Reconciliation*
- *Commissions Received by Carrier*
- *Commissions Received by Policy Type*

This is a good report to run each month to view the amount of commissions your agency is bringing in on a month-to-month basis. With this knowledge, you can make more informed decisions for the future regarding the ebbs and flows of in-coming commissions and your agency's profitability overall.

Consider what you're making "per head" for compensation from your carrier to best know when to continue partnering with a carrier and when to break it off. Take it a step further and reconcile all of your inaccurate and missed commission payments from the carriers to ensure your agency is paid what you're due.

COMMISSIONS PAID OUT REPORTS

Run commissions paid out reports to monitor the amount paid to your agents.

Filter(s):

Commission Statement Date	within this month

Columns:

Statement Date
Carrier Name
Policy Number
Payee Name
Agency Name
Commission Amount
Rate
Rate Type

Example Reports:

- *Total Commissions Paid Out*
- *Commissions Paid by Agent*
- *Commissions Paid by Agency*

When running commissions reports, it's essential to know what you brought in and, then, what you paid out. Your agents want the same assurance you do that they are receiving the correct amount.

This report will help you identify what was paid out, why it was paid out that way, and what type of commission it was. Expand that view further by honing in on one agent or agency to better understand their production. This is another report that is good to have on hand for yearly evaluations and monthly touchpoints with your agents to ensure everyone is on the same page.

LEARN MORE ABOUT AGENCYBLOC

Ready to dive deeper into what AgencyBloc offers?

Sign up for a live, one-on-one demo of AgencyBloc.

You'll be able to discuss your agency's specific needs and see AgencyBloc in action.

AgencyBloc