December 23, 2004

Fast▪Class File

SmartOffice

Volume 31: LTC Prospecting

Recent research has shown that individuals between 40 and 55 years old have a heightened awareness of the need for good retirement planning – including the importance of having LTC coverage. One reason for this heightened awareness is attributed to the fact that individuals between 40 and 55 years old have parents about to retire or are already retired and in some cases, must care for their retired parents. This heightened awareness can make individuals between 40 and 55 years old ideal prospects for LTC products.
This Fast Class demonstrates one way of creating a Dynamic Report that will find individuals in the ideal target age range, as well as other criteria, that would make contacts ideal prospects for LTC products.

To create a filter to find all contacts between the ages of 40 and 55 –

- Select **Office Setup** from the main menu.
- Select **Filters**.
- Click the **Add** button in the **Search Filters** screen.

Figure 1: The Add button in the Search Filters screen.

- Select **Contact – Individual** in the **Category** screen.
- Click the **Add** button in the **Filter Items** section of the **New Filter** screen.
- Select **Personal** in the **Tables Available** section of the **Filter Records** screen.
- Select **Age** in the **Columns Available** section of the **Filter Records** screen.
- Select **In Range** in the **Operator** drop-down field.
- Enter `40` in the **From** field of the **Value** section of the **Filter Records** screen.
- Enter `55` in the **To** field of the **Value** section of the **Filter Records** screen.

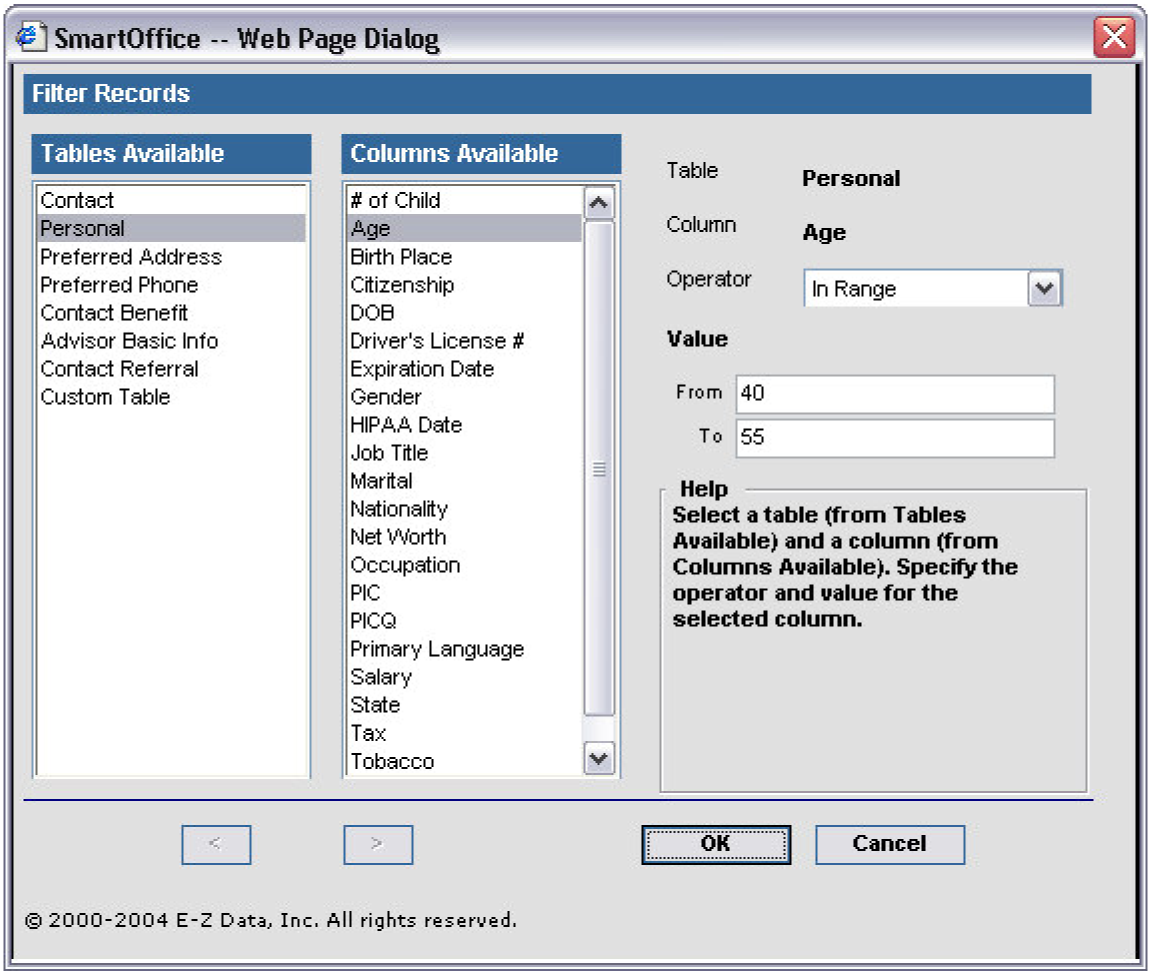

Figure 2: The Filter Records screen (criteria entered for contacts age 40 – 55 filter).

- Click **OK.**
- Give the new filter a name in the **Filter Name** field of the **New Filter** screen.
- Add description information as needed.

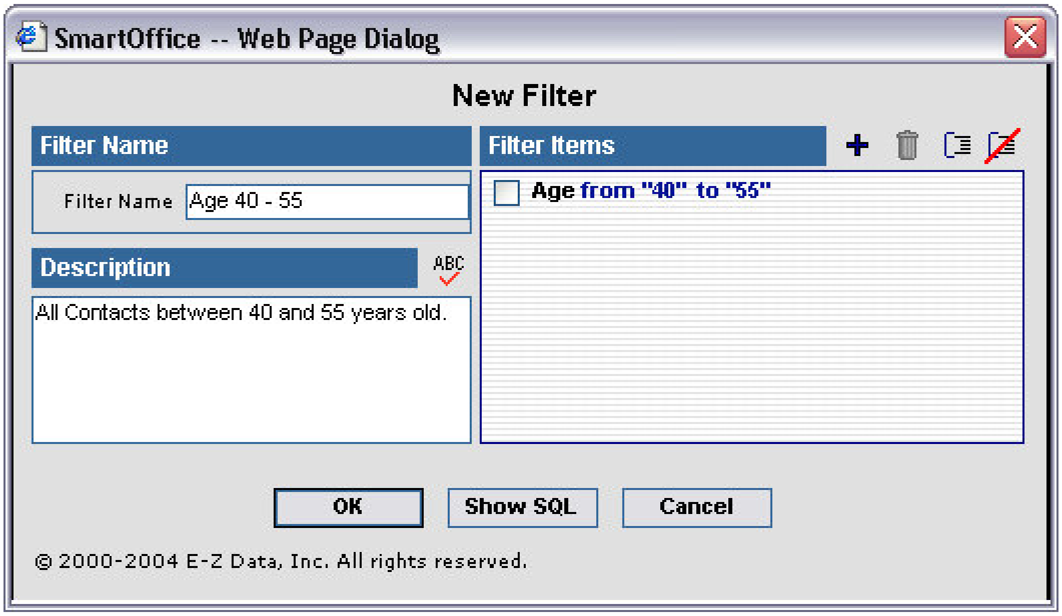

Figure 3: The New Filter screen (filter criteria, name and description added).

- Click **OK** to create the new filter.

To create a filter to find all contacts with life insurance but no LTC coverage –

- Select **Office Setup** from the main menu.
- Select **Filters**.
- Click the **Add** button in the **Search Filters** screen. (If the **Filter Summary** screen is in view, click the **Add** button in the toolbar.)
- Select **Contact – Individual** in the **Category** screen.
- Click the **Add** button in the **Filter Items** section of the **New Filter** screen.
- Select **Contact Benefit** in the **Tables Available** section of the **Filter Records** screen.
- Select **Life Prem** in the **Columns Available** section of the **Filter Records** screen.
- Select **Greater than** in the **Operator** drop-down field.
- Enter `0` in the **Value** section of the **Filter Records** screen.

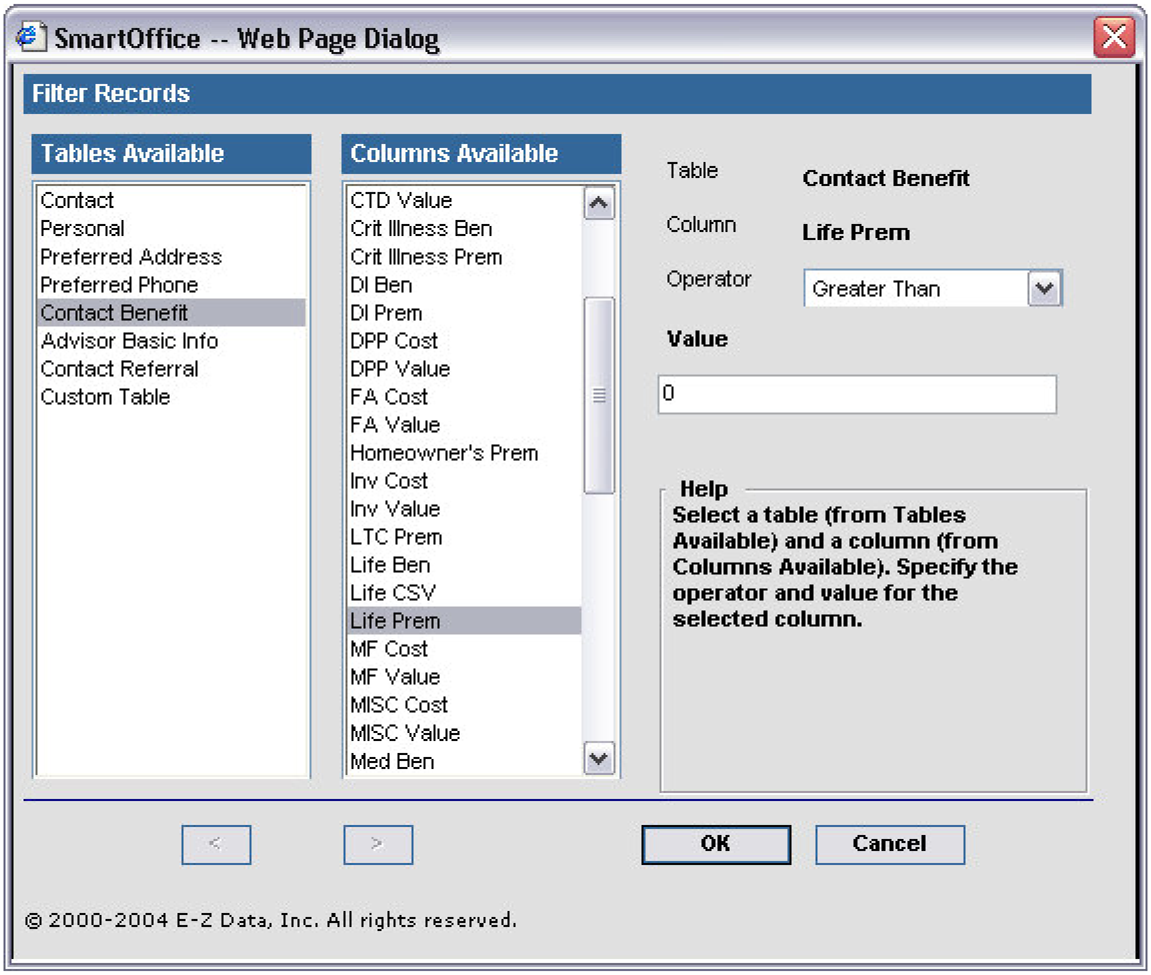

Figure 4: The Filter Records screen (criteria for contacts with Life Policies entered).

- Click **OK**. The entered filter criteria will appear in the **Filter Items** section of the **New Filters** screen.
- Click the **Add** button in the **Filter Items** section of the **New Filter** screen.
- Select **Contact Benefit** in the **Tables Available** section of the **Filter Records** screen.
- Select **LTC Prem** in the **Columns Available** section of the **Filter Records** screen.
- Select **Less than** in the **Operator** drop-down field.
- Enter `1` in the **Value** section of the **Filter Records** screen.

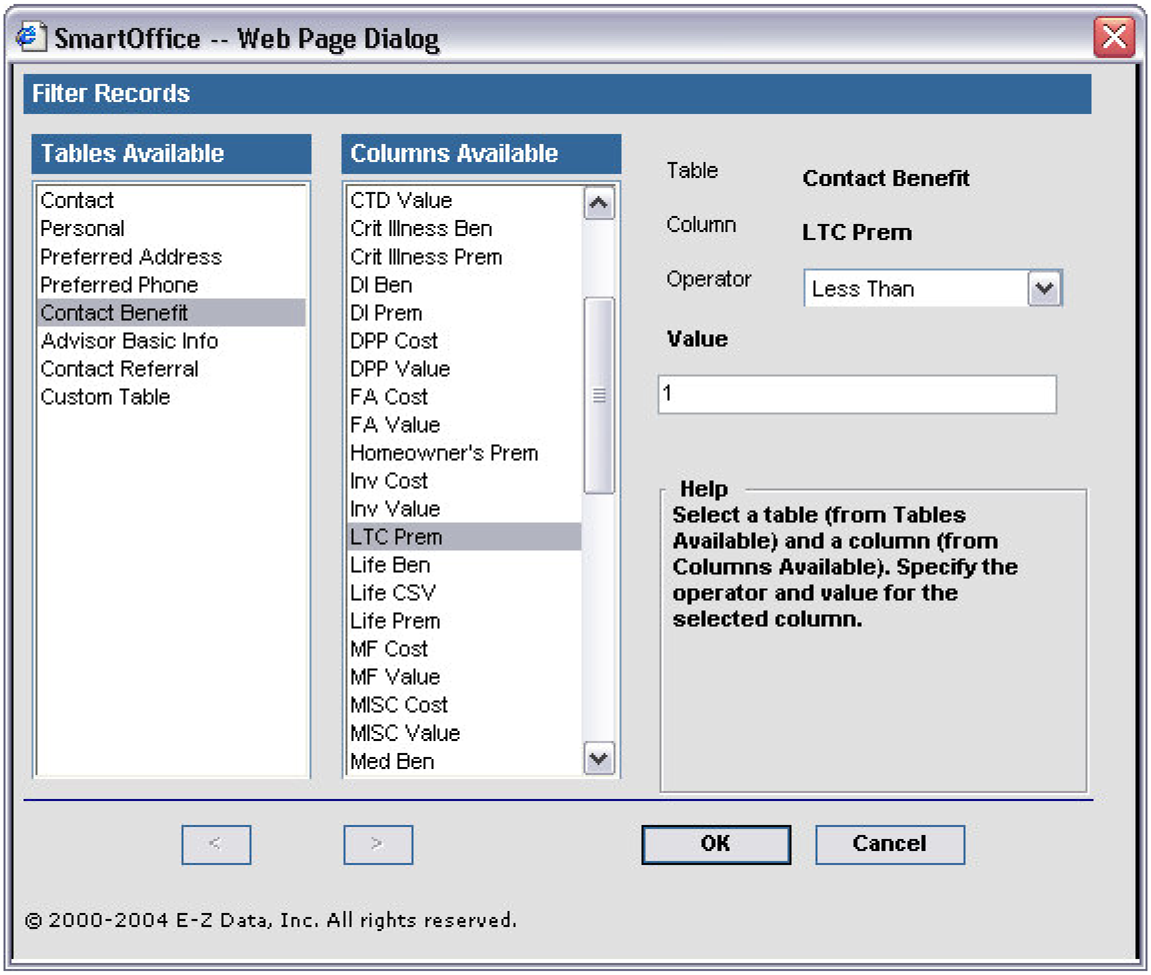

Figure 5: The Filter Records screen (criteria for contacts with no LTC entered).

- Click **OK**.
- Give the new filter a name in the **Filter Name** field of the **New Filter** screen.

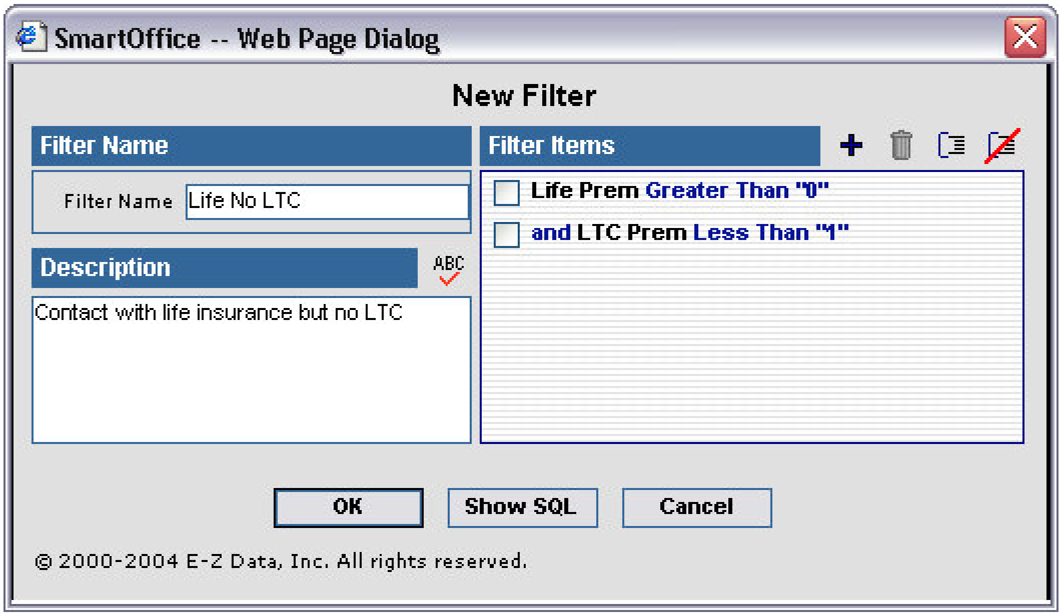

Figure 6: The New Filter screen (criteria for contacts with Life no LTC added).

- Add description information as needed.
- Click **OK** to create the new filter.

To create a filter to find all contacts with an income $50,000 or greater -

- Select **Office Setup** from the main menu.
- Select **Filters**.
- Click the **Add** button in the **Search Filters** screen. (If the **Filter Summary** screen is in view, click the **Add** button in the toolbar.)
- Select **Contact – Individual** in the **Category** screen.
- Click the **Add** button in the **Filter Items** section of the **New Filter** screen.
- Select **Personal** in the **Tables Available** section of the **Filter Records** screen.
- Select **Total Income** in the **Columns Available** section of the **Filter Records** screen.
- Select **Greater than or Equal to** in the **Operator** drop-down field.
- Enter `50000` in the **Value** section of the **Filter Records** screen.

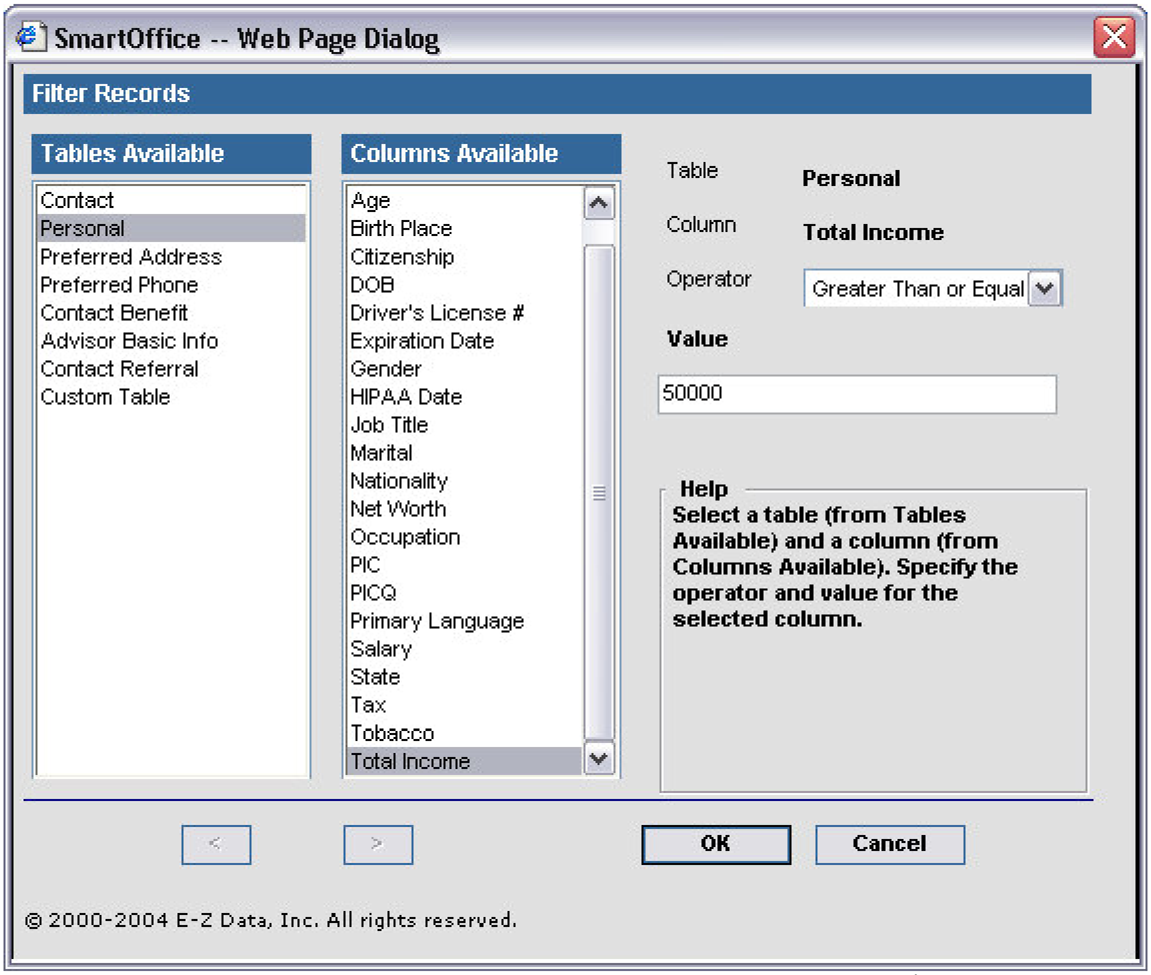

Figure 7: The Filter Records screen (criteria for contacts with income > $50,000 entered).

- Click **OK**.
- Give the new filter a name in the **Filter Name** field of the **New Filter** screen.

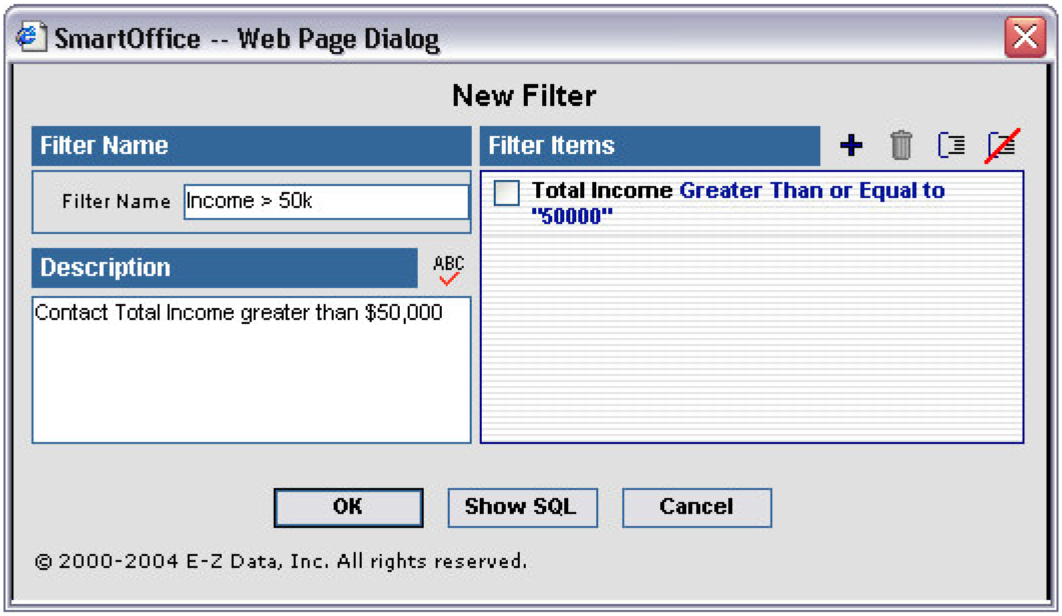

Figure 8: The New Filter screen (criteria for contacts with income > $50,000 added).

- Add description information as needed.
- Click **OK** to create the new filter.

Note: The criteria for contacts between the ages of 40 and 55 and contacts with an income of $50,000 or greater can be added to the same filter. In this example, the sets of filter criteria have been separated for greater flexibility in future data mining.

To create a Dynamic Report that will find all contacts meeting the criteria for ideal LTC prospects (between 40 – 55, income $50,000 or greater, and life insurance holders with no LTC coverage) –

- Select **Reporting**/**Marketing** from the main menu.
- Select **Dynamic Reports**.
- Click the **Add** button in the **Search Dynamic Reports** screen.
- Select **Contact – Individual** in the **Category** screen.
- Click **OK**.
- In the **Dynamic Report** screen, select columns as needed on the **Column Description** tab.
- Select the **Name**/**Description** tab to add filters.
- Click the **Add** button in the **Selected Filter List** section.
- Enter search criteria in the **Filter Name** field of the **Search Filters** screen for one of the appropriate filters (Life no LTC, Income > 50K, Age 40 – 55).
- Select the filter by clicking the hypertext link of the selected filter in the first column of the **Filter Summary** screen.
- The filter will be added to the **Selected Filter List** section of the **Name**/**Description** tab.
- Repeat the process until each filter (Life no LTC, Income > 50K, Age 40 – 55) is added to the **Selected Filter List** section.

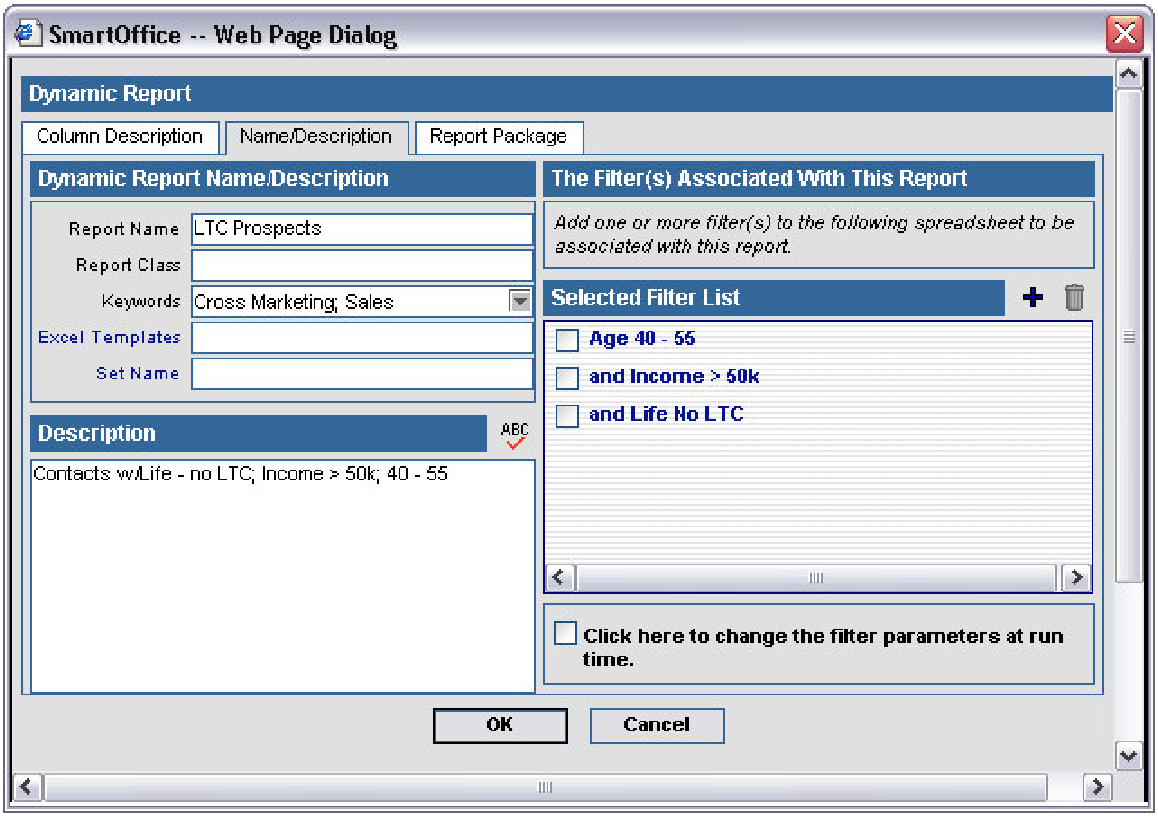

Figure 9: Filters added to the Name/Description tab in the Dynamic Report screen.

- To add packaged items – Form Letters, Follow-up phone calls, Campaign Assignment, select the **Report Package** tab.
- Give the **Dynamic Report** a name in the Report Name field of the **Name/Description** tab.
- Add **Keyword** and **Description** information as needed.
- Click **OK** to create the new Dynamic Report.

To run the Dynamic Report for LTC Prospects –

If the **Dynamic Report Summary** screen is open:

- Select the LTC Prospect report by tagging the record and then click the **Run** button in the toolbar – or – click the hypertext link for the LTC Prospect dynamic report in the first column of the **Dynamic Report Summary** screen.

If the **Dynamic Report Summary** screen is not open:

- Select **Reporting/Marketing** from the main menu.
- Select **Dynamic Reports**.
- Enter search criteria for the LTC Dynamic report in the **Search Dynamic Reports** screen.
- Click the **Search** button.
- Select the LTC Prospect report by tagging the record and then click the **Run** button in the toolbar – or – click the hypertext link for the LTC Prospect dynamic report in the first column of the **Dynamic Report Summary** screen.

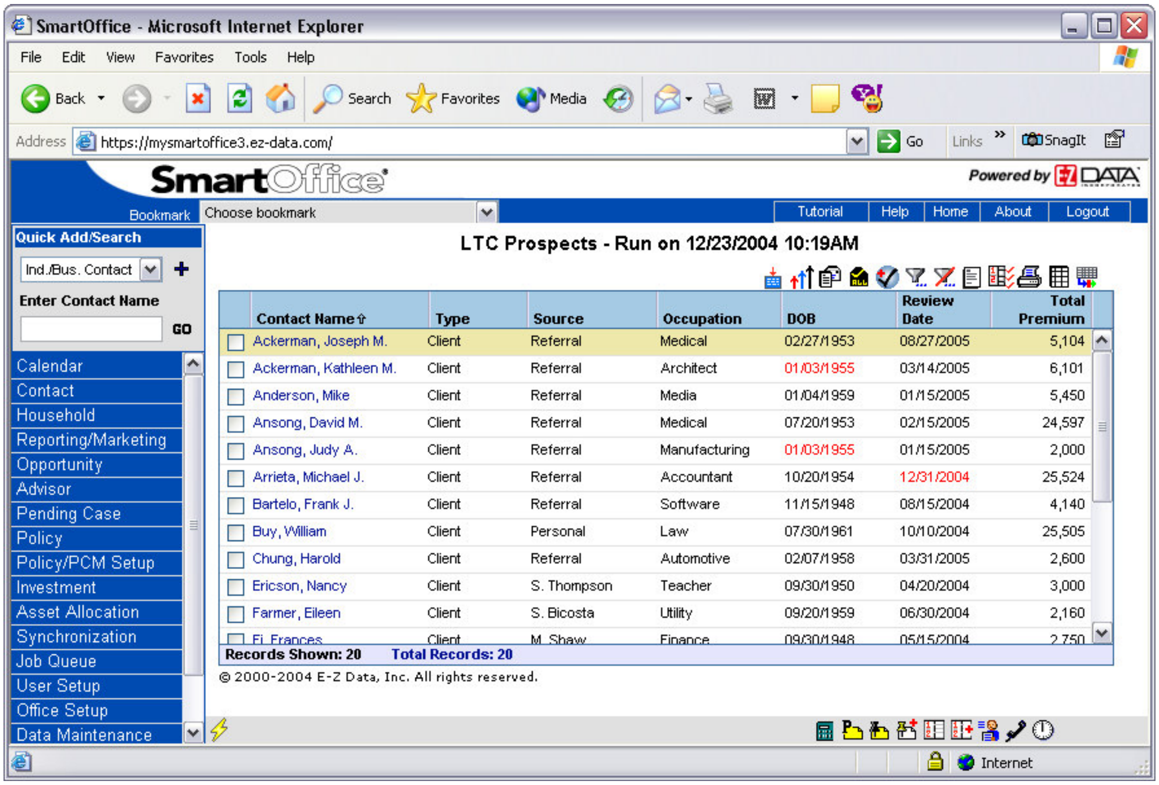

Figure 10: The LTC Prospects dynamic report.