



## A Unique Approach in a Competitive Market

### Our API is **NOT** a simple “Buy Now” link.

Buy Now APIs do allow clients to purchase travel insurance without your involvement, but we feel they also train clients to bypass you entirely on future sales because you haven't really added any value during the purchase experience.

### So, How Does Our API Work?

- **Client visits your website**

The API delivers accurate, up-to-date quotes instantly and dynamically as your client browses the different plans, coverage limits and deductibles.

- **Our system handles the heavy lifting**

They can request quotes through a simple, embedded interface powered by our system. Think of it as an interactive, electronic application.

- **You stay in control of the relationship**

When a client is ready to move forward, our system notifies you immediately.

- **You close the sale**

You still provide the personal guidance, expertise and coverage recommendations your clients rely on – ensuring they get the right protection and you retain full ownership of the client relationship.

## Why This Matters for Your Business

- Strengthens your online presence
- Reduces time spent on manual quoting
- Captures more leads directly from your website
- Keeps you fully involved in the advisory and sales process
- Helps you convert more prospects into clients

## API Highlights



### Easy Integration

We will provide you with a unique link that you can embed directly into your own website using an iFrame. This keeps clients on your website, emphasizing your branding and allows you to personalize the presentation to your client. Very little technical expertise is needed to embed this link using an iFrame.



### Your Branding, Your Clients

While creating quotes, the client stays directly on your website and interacts with the API using an iFrame. The location of the API within your website and the content surrounding the iFrame is controlled by you.



### Every Quote is Mirrored in TIPS

Not only are you notified when a client has been shopping and is ready to buy, every bit of data they have entered in the API is stored in our TIPS system and can be accessed using Quote Search. That means you can either “close the sale” in TIPS or in the API.



### Automatic Updates

21<sup>st</sup> Century manages the content within the API such as product descriptions, rates and documents. When we have a product upgrade, the API is automatically updated. No longer do you need to worry about updating the content on your website.



### Industry-leading Support

You will have the same level of support using our API as you have come to expect from 21<sup>st</sup> Century.

## A Better Experience for You and Your Clients

This new API is designed to make your business more efficient while preserving the personal touch that sets you apart. Clients get convenience. You get more opportunities to advise, connect and close.

If you'd like help installing the API or want to see a demo, we're here to support you.

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**21<sup>st</sup> Century Travel Insurance Ltd.**

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