

PRESS RELEASE

Gradient Solutions
Sean Mulcair
514-228-1551 ext. 102
Sean.mulcair@gradientsolutions.ca

blueC 802 Inc.
John McDonald
(519) 880-0741 ext. 5443
John.mcdonald@blueC802.com

Gradient Solutions and blueC announce a new call-coaching partnership that's a "win-win" for Brokers

Hudson, Quebec – March 1, 2018 – *Gradient Solutions* is pleased to announce that it has partnered up with *blueC* to offer outstanding, optimization and coaching on blueC's Call Content software, blueButler.

The two firms, both strongholds in the insurance industry, have combined an outstanding coaching tool with an outstanding coaching program! The result is an unparalleled system enabling brokers to retain, service and sell more business.

While a lot of telephony systems offer call recording, blueButler adds in the unique ability to access customized Call Content (scripts, conversation prompts) while 'live' on the phone with a client. The easy 'tagging' feature for call content identification drives strong analytics and call management. blueButler integrates with all of the leading Broker Management Systems enabling seamless workflows and powerful features like "audio signatures" that enable an enhanced customer experience.

Gradient Solution's popular training program, SCORE, has been adapted to work within the call-recording environment. Side-by-side coaching and rich content development, enables direct application of calling Best Practices while driving growth and reinforcing a strong customer experience.

To learn more about this exciting new 'partnership in coaching' please contact Sean Mulcair at Gradient Solutions or John McDonald at blueC at the phone numbers shown above.

About blueC 802 Inc. blueC specializes in enterprise Call Content and Recorded Call Management and is a leading solution provider in the Insurance Carrier/Broker/Agency market. blueC was awarded an Insurance Canada Technology Award ("ICTA") for its flagship blueButler™ offering that enables Brokers to optimize call recorded business processes while identifying new revenue opportunities, mitigating risk and managing a highly qualified and productive workforce. The company's focus is on providing highly innovative and unique solutions that help its customers grow their business.

About Gradient Solutions: Gradient Solutions is an established insurance industry strategist firm, concentrating on process optimization, management coaching and strategic thinking. The GSI team's tactical approach is to study North American industry trends and the unique challenges facing the insurance industry. Over the past 10 years, GSI has worked with Canada's leading insurance brokers, carriers and software providers, helping them reach their goals.