Frequently asked questions about our Web Entry Form

What is the Web Entry Form?

It is a way for customers to request insurance quotes from you. The information that they provide will go directly into Applied Rater, which means less data-entry work for you.

How much does it cost?

It's free with your Applied Rater account.

What does it look like?

There is **an example form** that you can play with — though keep in mind that the appearance of your form can be customized according to your needs, so it can be made to look different than the example.

How do I get one?

You can request a Web Entry Form from the Applied Rater support team. Once one has been created for you, you'll be provided with its address.

How do I direct customers to my Web Entry Form?

The simplest way is to give your prospective customers the address that Applied Systems provides you. You can also use this address to add a link to your website, or to add an iframe with the Web Entry Form inside of it.

How can the Web Entry Form be customized?

Firstly, your agency's logo can be added to the head of the page (just e-mail it to us) and fonts and colors can be matched to your agency website. Also, you can select the lines of business available, and choose who receives the leads for each of these lines. Finally, fields on the form can be removed if you don't want your customers to deal with them, or fields can be made required. Contact Applied Systems at 402-261-0432 to ask for any of these customizations.

Who gets the leads?

Many agencies send all their leads to a single person, their office's primary quoter. Just ask us, and we can direct the leads to any person in your office. A lead can also be sent to all the Applied Rater quoters in the agency (ask for an account-level mailbox) or leads for different lines of business can be sent to different quoters. If you want to give your customers more options, a menu can be created that allows them to choose where to send their request.

How secure is the information entered into the Web Entry Form?

Connections to and from the Web Entry Form are encrypted with the HTTPS protocol so that they cannot be spied upon. During storage, customer SSNs, VINs, and other sensitive data is secured using asymmetric cryptography. For added security, older records are periodically deleted.

How do I add a link or an iframe?

The simplest way to integrate the Web Entry Form with your existing website is to link to it. Your website's tech support team may add a link for you, or you can do it yourself. To do it on your own, add this HTML code to your website after replacing the word *demo* with the address provided to you by Applied Systems:

```
<a href="https://entryform.semcat.net/demo"> Request a quote </a>
```

If you want to more tightly integrate the Web Entry Form into an existing website, you can **use an iframe** instead of a link.

Can certain lines of business be automatically selected?

If a form is created for you with only one line-of-business checkbox, this box will be checked by default every time that someone visits the form. If your form includes more than one line of business checkbox, it is possible to construct a link to it that causes certain boxes to checked by default. A link like this, when followed, will automatically check the Home checkbox:

```
<a href="https://entryform.semcat.net/demo/?home=true"> Request a home
quote </a>
```

In the above example, the information about which boxes to automatically check is communicated to the Web Entry Form by URL parameters, which are the portion of the link that comes right after the question mark. Here is an example that would automatically check both the Home and Auto boxes:

```
<a href="https://entryform.semcat.net/demo/?home=true&auto=true">
Request a home and auto quote </a>
```

In using either example, don't forget to replace the word *demo* with your correct Web Entry Form account name. For more detailed information, see the **list of parameters** that can be passed to the Web Entry Form.

How do I add your Facebook application?

The Applied Rater Facebook application allows you to direct visitors from your agency's Facebook page to your Web Entry Form. These are the steps to set up the application:

1. Using the account that owns your agency's page, log on to Facebook.
2. Go to **this page** and select your agency from the drop-down menu that appears. Once you click on select you will see a page stating you cannot add this to a personal page. This is normal and means you are ready for step 3.
3. Now you've added the app, you still need to activate it. Navigate to your agency's page.
4. You'll see that a new button appears on your agency's page that says "Get A Quote". Click on this button.
5. You will be taken to the first page of your quoting form. Click on the button that says "Get Quote!" (The e-mail field is optional). Clicking this button is necessary to connect your Facebook page to your Applied Rater account.
6. Applied Systems still needs to do some things behind the scenes to get your application hooked up to your Web Entry Form. Call or email Applied Systems at 402-261-0432 or **support-usrating@appliedsystems.com** to let them know that you've set up the Facebook application.

Once the steps are finished, your agency will be able to get leads from Facebook users.

How do I change the "Get A Quote" button on our Facebook page?

1. At the top of your agency's page, click "Settings".
2. Select "Apps" from the left sidebar.
3. Click "Edit Settings" under the Applied Rater app.
4. Click "Change" next to "Custom Tab Image".
5. On the next screen, click "Edit" next to the existing image.
6. Follow the instructions that appear for uploading a new image or deleting the existing image and save.

Can my customers specify a referral source?

Yes. A text field can be added to the first page of the Web Entry Form that asks customers who they were referred by. The customers' answers will be noted in Applied Rater's General Notes field when the lead is downloaded. Also, it is possible to pre-fill this field with the name of a referrer so that a customer does not have to type it in. This is done with a URL parameter; see the **list of parameters** that can be passed to the Web Entry Form.

Why are these particular fields included in the Web Entry Form?

We are striking a balance. We have made an effort to include the fields that will result in useful leads, but to not overwhelm the customer with too many questions. The hope is that you'll garner new customers online, then close the deal over the phone or in person. If you find that the Web Entry Form is still too long for your customers, you can ask the Applied Rater team to remove fields from it.

Can fields be moved from one page to another?

Not right now. We are looking at implementing this feature in the future.

Can I use a custom CSS file?

Yes. We will use a stylesheet that you provide, or, if you like, we will make a custom stylesheet for you according to your guidelines.

How do I contact Applied Systems?

E-mail: **support-usrating@appliedsystems.com**
Or call: 402-261-0432