Be Brouky · in motion

A Single Ecosystem

To Sell, Manage, and Collect Insurance

A **B2B2C solution** connecting insurers, brokers, and clients to eliminate friction, **prevent portfolio churn, and ensure end-to-end traceability.**

The Ecosystem Connecting Sales, After-Sales, and Collections

Be Brouky transforms fragmented sales, after-sales, and collection operations into a single connected ecosystem. By unifying CRM, policies, claims, and collections into a platform configurable by line of business, insurers and brokerages eliminate tech silos, reduce portfolio churn, and replace manual reporting with real-time executive visibility.

The 5-Step Be Brouky Process

Integrates insurers, brokers, and channels into a unified **commercial, operational, and collection workflow.**

1. **Implementation:** Connection with client companies, brokers, and channels.
2. **Data Capture & Segmentation:** Commercial data entry and omnichannel campaign launch.
3. **Operational Management:** Manage policies, claims, and collections with configurable rules.
4. **Alerts & Renewals:** Preventive alerts and automated bulk renewals.
5. **Reporting:** BI with KPIs, dashboards, and real-time alerts.

Guaranteed Integration & Scalability
REST API integration with insurers, brokers, and channels, built on a scalable architecture.

Five Advantages of a Single Insurance Ecosystem

1. Proactive Portfolio Retention: Reduces churn by 15% to 25% through active tracking and real-time retention alerts.

2. End-to-End Traceability: Connects sales, after-sales, and collections into a single system, eliminating silos between teams and technologies.

3. Unified Omnichannel Capability: Integrates CRM, WhatsApp, email, and insurer portals into a single platform—no disconnected tools.

4. Multi-Line Flexibility: Configure new products and lines of business without custom development, accelerating time-to-market.

5. Real-Time Executive Visibility: Replaces manual reporting with automated dashboards featuring SLA tracking and compliance monitoring.

The Future of Insurance in a Single Configurable Ecosystem

Six Key Be Brouky Modules

1. **360° CRM & Billing Accounts:** Flexible account structure and flexible asset management; the customer's entire commercial history in one place.
2. **Omnichannel Campaigns & Engagement:** Advanced segmentation, automated delivery, and real-time metrics for sales and retention.
3. **Policy Administration:** Risk control, endorsement history, and orderly cancellations throughout the entire lifecycle.
4. **End-to-End Claims Management:** Express document upload via WhatsApp, efficient traceability, and automated customer notifications.
5. **Collections & Commission Management:** Payment and installment tracking, commission control, and an architecture ready for external integrations.
6. **Renewals & Preventive Alerts:** Severity-based alert engine, bulk renewal runs, and batch process automation.

Be Brouky provides the single ecosystem you need to sell, manage, and collect insurance frictionlessly.

in motion + Be Brouky = Power your digital transformation with AI

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