

ORCA Life Becomes Remote and Ready with Mindtickle  
Industry: Financial Services Company Size: 1-500 Use case:  
Onboarding and training, Sales Readiness Lindsey Curry  
Agency Leader MindTickle has been a big reason for our  
fast growth. MindTickle...helps us to continue being a  
progressive business. About ORCA Life ORCA Life is a  
market leader in the final expense insurance industry. The  
National Training Center is based in Louisville,  
Kentucky The company takes responsibility for providing the  
best products, trustworthy service, and sincere care to  
its clients Challenges Agents were having difficulty  
retaining training in the field The company had to switch  
quickly from face-to-face to a telesales model at the  
start of the COVID-19 pandemic Solution Reimagine their  
"Boots on the ground" training using Mindtickle Recruit  
agents and executives to record tips and tricks Coach reps  
to perfect "Door approach" using Mindtickle's Missions  
Impact 35 "Power users" Time savings for administrative  
staff and sales leaders Training is easier to digest and  
access