

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.