



Tips for obtaining bill alert emails

As a reminder, Dairyland bill alerts require a customer email address, even for text message enrollments. We understand that some customer emails are easier to obtain than others. Here are some easy responses when obtaining an email is a challenge:

"I don't want my email on some spam list."

Reinforce that this email is strictly for bill alert confirmation. Dairyland treats all customer information confidentially, and will only contact customers for Dairyland information and feedback on rare occasions. Plus, customers can unsubscribe from the entire process at any time.

"I don't remember having an email address."

Email goes hand-in-hand with electronic devices. If your customer has a smartphone, for instance, they likely use an email address to access its functions and apps. Ask your customer if you can use that address to confirm. A customer's family member (such as a spouse) may also be willing to offer their email address for this one-shot confirmation.

"I've never needed an email address."

Some customers may lack dedicated, reliable internet coverage in their area, or simply never used an email address in their daily lives. In these cases, they may need assistance from you to create a free address on [Gmail.com](#) or [Outlook.com](#). Customers already rely on your insurance expertise, and an email assist can strengthen your agency's bond with them.

Bill alerts are a great way to improve agency retention, and helping them through the enrollment process can even improve customer relationships! It's a win-win for your agency.

Dairyland Cycle's 2017 \$50 for 50 Winner is...



Scholl Insurance Agency INC of Polo, Illinois!

Scholl is a fifth generation independent agency that has written with Dairyland since the 1960s. We're proud of this agency's decades-long commitment to the Dairyland customer!

Thanks to all agencies that participated! In addition, sales of our National Motorcycle Day shirts earned over \$500 to benefit Hogs For Heroes, a non-profit organization that provides veterans with Harley-Davidson motorcycles to aid in their recovery.

For more information about National Motorcycle Day™, visit NationalMotorcycleDay.com.

[Dairyland Customer Care](#) | Agent.DairylandAgent.com

Recipients are contracted with Dairyland, and have opted in for updates and special notices from Dairyland. Please add us to your approved e-mail addresses listing to ensure our communications reach you. Your privacy is important to us. To see how we protect your information, visit dairylandauto.com/privacy.

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