LiteCone

FOR INSURANCE · ONE AI SALES ASSISTANT FOR EVERY AGENT

Sell right. Earn more. Grow the book.

SENTRA sits beside every agent in your force. It tells each one what to do next and what that work will pay them. Head office sees the whole field, the same day.



INTRODUCING

SENTRA

AI sales assistant
for every agent

Every agent

The habits of your top quarter, **for every agent**. Voice first, nothing to type.

Your cloud

Runs in your own cloud account. **Your data never leaves it.**

Your rules

Your products, rules and languages. **Nothing from outside them.**

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THE PROBLEM · AGENCY DISTRIBUTION, LIFE AND HEALTH

What agency leaders see today

Most new agents leave before their second year, so you pay to recruit and train again and again. Policies lapse when an auto-debit fails and nobody follows up in time. Customers are sold plans they cannot afford, and those sales come back as complaints. FNAs are skipped or written up late, and head office only finds out a quarter later. **The agent makes the recommendation. Sentra makes sure it is the right one.**

WHAT SENTRA DOES · AND WHAT IT CHANGES FOR YOU

What changes when every agent has Sentra

01 · RUN YOUR DAY

More agents active, every day

Morning briefing with four priorities and their reasons. Policies close to lapse flagged, message ready.

FOR YOU

Fewer policies lost to a missed call.

02 · INCENTIVES

Agents know what they earn

Always know your incentive, and how much you will make from this work. Before every call, and on every policy at risk.

FOR YOU

Incentives pull agents toward kept policies and completed FNAs.

03 · AI TUTOR

New agents selling sooner

Role-play the hard call with an AI customer. Learn the FNA step by step. Scored, seen by agent and trainer.

FOR YOU

Trainers see exactly who needs help, and where.

04 · SELL RIGHT

The right plan on every sale

Pitch and FNA filled from the call. Plans that fit the customer's income first. No price until your quote tool gives one.

FOR YOU

An FNA on every sale. Fewer complaints and early lapses.

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THE HEAD-OFFICE VIEW

The whole field on one screen, by region, unit and agent. The same day, not a quarter later.

Agents active in the field
Who is working today, who has gone quiet.

FNA status
Done, in progress or missing, on every sale.

Lapse pipeline
Policies close to lapse, and who is calling.

Sales pipeline
Leads, quotes and next steps for each agent.

Incentives earned
The same figure the agent sees. One number, one meaning.

Training
Practice done, and where agents struggle.

HOW WE ROLL OUT · BUILT FOR EVERY AGENT

From set-up to every agent

01

STEP 1

Set up

Sentra is loaded with your products, rules, languages and customer data, in your own cloud.

02

STEP 2

Go live

Agents, team leaders and trainers start on day one. AI Tutor gets every agent up to speed.

03

STEP 3

Scale your business

Rolled out to every agent. Head office sees every agent, every FNA and every policy at risk.

> **"When your salespeople do the right things, they earn more and the business grows with them."**

Do more. Earn more. Grow the book.

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NEXT STEP

Book a briefing. Forty minutes. Leave with a rollout plan.

Bring your products, your rules and a view of your agent force. We plan the go-live with you. **Watch the film: Meet Sentra**

Powered by LUMIQ

LiteCone is a suite of AI Coworkers by LUMIQ, the AI decision layer for financial services and insurance. Roles that act inside boundaries you set, explain themselves, and stay auditable. **SENTRA brings that to every agent's working day**, beside LEO, the suite's Life Insurance Underwriter. LUMIQ is an AI-native company working only in financial services and insurance, with **13+ years in the industry**, a **100% delivery track record**, and **50+ enterprise customers**.

LUMIQ

United States · Southeast Asia · India

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