

## Telework Technology Tip

# Increase Self-Service Enrollments with your **Shopping Link**

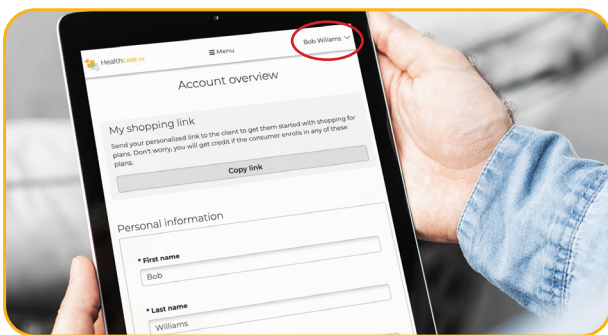
**Your Shopping Link is your own Personalized URL, a highly effective marketing tool used to direct consumers to a self-service experience that connects agents to every enrollment.**

Send your system-generated Shopping link via email or include in social media for beneficiaries to shop and enroll on your agency's website.


### Benefits of your personalized Shopping Link:

- Supports telework as both agents and beneficiaries can do everything electronically
- Connects beneficiaries to your Book of Business
- Displays only those plans on the shopping site agents are licensed to sell
- Encourages self-service enrollments when beneficiaries can see all plans an agent is licensed to sell
- Allows beneficiaries to reach out with questions, as agent contact info is on every page

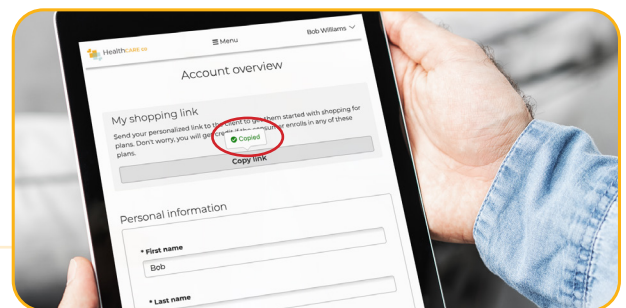
### Where to find your Shopping Link and how to use it:



**1.** After logging on to the portal, navigate to the upper right-hand corner to find your name. Click YOUR NAME and then ACCOUNT OVERVIEW.


 **Tip:** Agents can access their account in the upper right corner from every page.

**2.** Click COPY LINK. This link is automatically generated by the system and is unique to you.

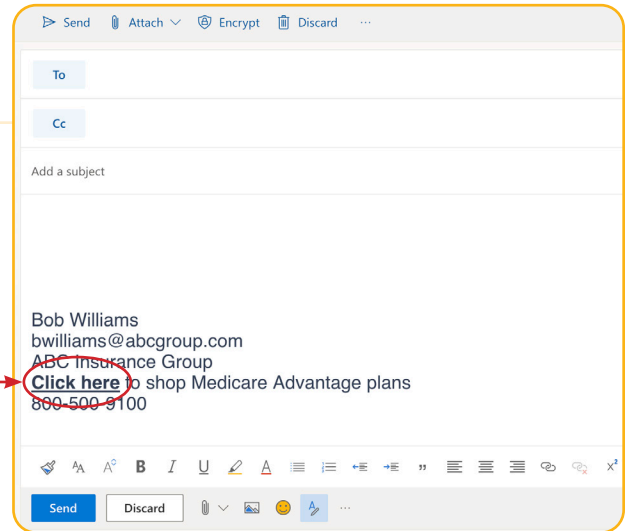
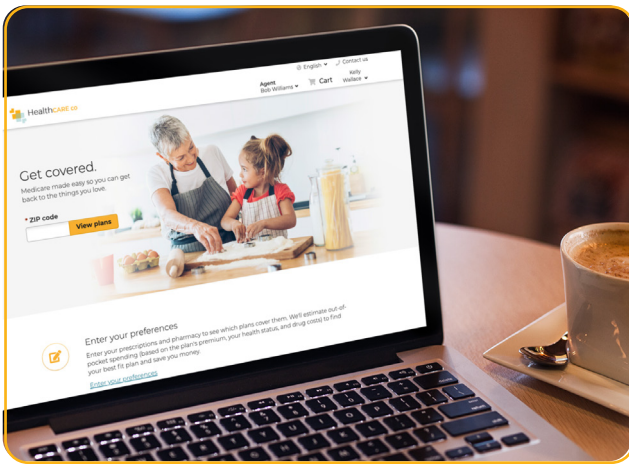


**3.** Once you have COPIED your Shopping Link, you can PASTE it into an email to send to beneficiaries with a personal note. Since your Shopping Link belongs only to you, it will connect you to every enrollment.

4. Turn your Link into TEXT and make it a hyperlink to direct beneficiaries to your agency's website.


 **Tip:** There are many ways to include your Shopping Link in your communications and social media. Add the link to your email signature, and it will automatically be included in every email.

### Add your Shopping Link here.



Your Shopping Link directs the beneficiary to your agency's website for their self-service experience

5. Each beneficiary will be directed through this link to shop and compare plans, and easily enroll in their best fit plan.

 **Tip:** If you are in any type of discussion with a beneficiary, then quoting, along with a SOA should be used. The Shopping Link (or Personalized URL) is used to direct beneficiaries to self-serve on your agency's web site.

6. Once a beneficiary has completed their enrollment, you will receive an email notification, so you can log on and see the details of any enrollments submitted through your shopping site. Your online Book of Business will automatically update with enrollment information under each beneficiary's profile.



### Self-service enrollment success!

- Email confirmation of enrollment received in your inbox
- Book of Business updated with enrollment
- You get credit!