

What Is teenSMART?

teenSMART is a computer-based crash avoidance program for new-to-the-road drivers that is proven to reduce crashes by 30%. Using advanced simulation technology, teenSMART applies neurocognitive training to literally change the way new drivers think about and perceive risks while driving.

There are three core elements to the training program: parent-teen activities, computer-based tutorials including driving simulations, and a certification test at the end of the program.

The program, completed at home, takes an average of 6 to 8 hours. The teen must pass a certification test to complete the program, which then qualifies your customer for a premium discount.

What Others Say About teenSMART

Feedback from insurance agents

"I have not lost a renewal with a teen that has used teenSMART."

"Parents call me back to praise teenSMART and thank me."

Feedback from parents

"We have had FIVE kids complete teenSMART and only one accident in five years. Love the program and it requiring parent involvement."

"This was a great program for our son as he became a better driver AND it benefited us with the discount. Win/Win!"

Questions?

Call ADEPT Driver Product Support at 800-808-5678
Monday—Friday, 8:00 AM—5:00 PM Pacific Time



ADEPT DRIVER®
THE SCIENCE OF DRIVING

Get the ADEPT Driver Competitive Advantage with



a **WIN/WIN** for your clients and your Agency

WIN for your clients:

- Discount to reduce impact of premium increase
- Teen drivers 30% less likely to be involved in a crash
- Teen driver bodily injury claims reduced by 50%

WIN for your Agency:

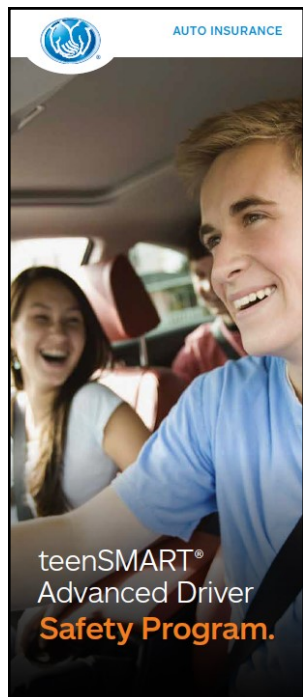
- Increased profitability
- 400% improvement in renewal retention
- Recruit high-value customers
- Customers ❤️ you!



Two Easy Ways to Offer **teenSMART** to Your Customers

Customers Purchase with Allstate Discount Code

- Two months prior to policy renewal Allstate sends teenSMART mailings to the parents of teens who are eligible for the teenSMART discount. The mailing contains a cover letter and an Allstate teenSMART brochure. The customer is encouraged to purchase teenSMART prior to month-end.
- Two weeks after the letter mailing a follow-up reminder postcard is sent.
- Both mailing pieces contain discount codes so Allstate customers can purchase teenSMART for \$89.95 (\$30 off the regular price).
- The customer can choose to download the teenSMART software or order it on a DVD. More than 90% of customers choose the download option.
- The teen installs and completes the program on their home computer.
- After successfully passing the certification test the teen receives a certificate of completion via email.
- This email can easily be forwarded to their Allstate agent so the teenSMART discount can be applied.



Ways to promote teenSMART at your agency:

- Make sure you have a supply of teenSMART brochures on hand at your office (see picture to the left). The brochure number is L4386CA (The Spanish version is L4386CASP). Both versions are available on MOD, and you can order them customized with your agency contact information through POD.
- Hand out a brochure to any parent who comes to your office to add a teen driver.
- When a customer calls to add a teen driver, or at 6, 4 and 2 weeks prior to renewal, send an email about teenSMART (samples provided), a pdf of the brochure, a link to www.teensmartdriving.com and the discount code ALLSTCA so they can save \$30.
- Need a pdf of the brochure or other marketing support? Call ADEPT Driver Product Support at 800-808-5678.

Use Executive Advantage Funds to Purchase for your customers



Did you know that ADEPT Driver is an approved Executive Advantage vendor and that you can use EA funds to purchase teenSMART for your customers at a reduced cost? This is a great program to enhance your retention strategy. Some of the ways Agents use their EA funds for teenSMART:

- Purchase teenSMART for high-value and/or long-time clients
- Purchase teenSMART as a thank you for a customer referral
- Purchase teenSMART for all teen drivers added to policies, but require the teen and parents to come into the office to get it. A nice way to meet potential future customers!

Using EA funds to purchase teenSMART is easy to do:

- Log in to the Executive Advantage Resource Center.
- Search for ADEPT Driver's teenSMART Program.
- Follow the instructions to order teenSMART at the special Executive Advantage price of \$59.95
- **You will receive an individual email for each teenSMART unit that you order.** These emails will contain the link to download the software and one unique Student ID per email. ADEPT Driver has designed these emails to be forwarded to your customer. You can also edit the email or create your own before forwarding. Keep a copy of these emails for your records.
- Please note that units purchased at this special price are not for resale to your customer. They are to be given to a customer at no cost to them.
- Questions? Concerns? Call our Product Support Department at 800-808-5678. We are happy to help!