

DRIVING APPLICATION COMPLETION WITH AUTO PREFILL

Customer Overview

SALT Insure helps independent insurance agencies compete in a digital-first world. Their digital platform offers customizable, user-friendly forms that simplify data collection, reduce manual entry, and integrate seamlessly with comparative raters and agency management systems.

The Challenge

Independent agents often deliver strong local service and personalized guidance but struggle to match the speed and convenience of the digital experience offered by larger competitors. SALT found that agents spent up to 45 minutes per applicant gathering data over the phone—most of which then had to be manually re-entered into multiple systems to generate a quote.

The Solution: Fenris Auto Prefill

By embedding Fenris' Auto Prefill into their digital application, SALT instantly populated key applicant details—like vehicles and drivers—in real time. This removed friction, eliminated repetitive data entry, and dramatically shortened quoting time. Purpose-built for insurance workflows, Fenris' API enabled SALT to deploy quickly and start delivering faster, more seamless customer experiences.

The Impact

- **2x More Applications Completed:** Completion rates more than doubled—turning drop-offs into bound policies.
- **Quotes in Minutes, Not Hours:** Agents reclaimed valuable time by skipping manual entry and repetitive questions.
- **A Frictionless Experience:** Faster journeys led to happier prospects—and more conversions for agents.

“Since we incorporated Fenris Auto Prefill into SALT, the auto application completions rates have more than doubled.”

Jonathan Simmons, Founder and CEO | SALT Insure