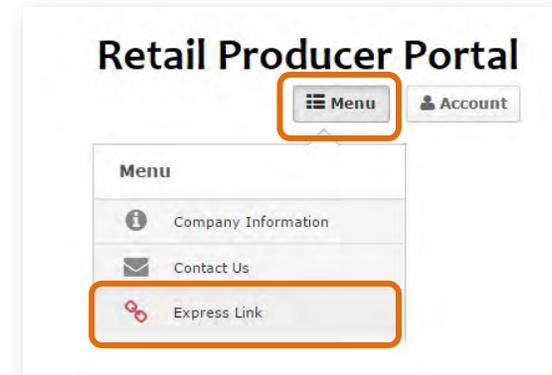


3 Using Your Express Link

After you register for the portal, you will have access to Express Link. Express Link is a customized HTML hyperlink, embedded with your name and nine-digit producer number. When clients click on the code – in the form of a link or web button – it takes them to our Retail Shopping Cart and your producer info is attached to their shopping and enrollment experience. If a client starts an application, your producer info is automatically added to the application. Express Link ensures that you receive credit for any policies sold.

To get started on using your Express Link, click in the top right section of the portal, select the “Menu” button, and scroll to the “Express Link” option and select it. The following sections show you how to configure and use your Express Link.



Review Your Agent Information

1. In the Express Link configuration area, make sure the information displayed in the “Review Your Agent Information” section is correct, especially your nine-digit producer number (Agent Unique ID). Applications, enrollments and your FFM registration are linked to your producer number allowing you to receive credit for your sales.
2. Using a valid agent email address ensures you receive email notifications about a client’s application.
3. If you need to edit this information, click on the “Edit Profile” button.

NOTE: Agent Name and Agent Unique ID cannot be edited. If your name changes, contact the Producer Service Center for next steps. See page 74 for contact information.

A screenshot of the 'Review Your Agent Information' form. The form contains the following fields and values: Agent Name: Jane Doe; Company Name: Doe Agency; Address: 1002 warrenville rd, Naperville, IL 60563; Agent Unique ID: 000000000 (with a circled '1' next to it); Phone: (123)234-3456; Call Between? (empty field); E-mail Address: jane_doe@doeagency.com (with a circled '2' next to it). At the bottom right of the form is a blue 'Edit Profile' button with a circled '3' next to it.

Select "Need Assistance" Info

1. In this section, choose the content you want displayed in online applications started by clients.
2. A preview of the information you choose is displayed in the "Box Preview" area.

Customer Online Application 'Need Assistance?' box

Select optional information that you would like to display on the Online Application pages. Changes will update automatically in Box Preview.

- Agent Name (Required)
- Company Name
- Address
- E-mail Address
- Phone (Required)
- 'Call Between' hours

Need Assistance? Contact Your Agent:
BapTest ScriptAccount
(123)234-3456

Box Preview

Get Your Express Link!

1. You can use Express Link in two ways. You can generate "link" code that you copy into an email, or you can generate "button" code for use on your website. This code is specific to you. Read below on how to copy either the "link" or "button" code.
2. The "link" code is displayed here.
3. To copy the "link" code, click on the blue "Get HTML Link Code" button.
4. This preview area displays how the link will appear to clients.
5. The "button" code is displayed here.
6. To copy the "button" code, click on the "Select Button Code" button. You may need the help of a web developer to add this button code to your website.
7. This preview area shows how the button code will look to your website visitors.

TIPS FOR USING EXPRESS LINK:

- If you share your Express Link by email, ask clients to save the email until enrollment is complete.
- Clients should use your link to access our Retail Shopping Cart, then log in or create a new account right away. For details on helping your clients create a Retail Shopping Cart account see pages 23-25.

Get Your Express Link!

Decide which type of Express Link you would like to use then...

- Click the desired button (Get HTML Link Code or Select Button Code) to highlight the link.
- Right click (if using PC) or control click (if using MAC) on the highlighted link.
- Select "copy", then paste the link into your Web page or e-mail.

Note: Express Links will not be affected by changes to your Profile. You should only have to copy each link once.

Personalized Link To OSC Online Application

2 This will create a link inside your webpage and/or e-mail and open the Online application in a new browser window.
`https://retailweb.hcsc.net/retailshoppingcart/IL/census?ExpressLinkedAgentId=236615`

3 Get HTML Link Code

4 Preview Link
Get a free Quote from BCBSIL

Personalized Button To OSC Online Application

5 This will create a link inside your webpage and/or e-mail and open the BCBSIL application in a new browser window.
`<img src='https://osc.hcsc.net/ProducerPortal/Common/Images/getStarted.png'`

6 Select Button Code

7 Preview Button
Get Started