

Telegation, a Detroit-based master agent, implemented the TelePortal program in 2014 to drive sales partner engagement and make it easier for partners to consume vital information in a single online location. Today, the TelePortal has over 70 online vendor catalogs, holds monthly commission statements and is part of a connected network of portals with the Alliance Partners.



Denis Raue, the owner of Telegation implemented the TelePortal to transform how providers and the company delivered information to their partners, dramatically improving the efficiency of communication. Denis was one of the driving forces to create a comprehensive program, Alliance Engage, to use the Convey technology to connect the 17 master agents in the Alliance to the global portfolio of 350 providers that have contracts with one or more of the member master agents.

According to Denis, “the TelePortal has provided streamlined and consistent communication to our sales partners, reducing the time and effort our staff wasted in chasing providers for information and deciding how to deliver it to our partners. Suppliers subscribe to the Alliance Engage program and have access to all Alliance Partner portals through the program.”

Telegation has driven improvements in the Convey technology by offering ideas and suggestions to make the platform “stickier” and more engaging. Currently, Telegation uploads monthly commission statements for partners to login and download. The TelePortal has content directories on the home page so partners can see at a glance any new content as well as current promotions and spiffs.

When asked about how the TelePortal has helped Telegation keep pace with a changing marketplace, Raue stated, “The TelePortal has allowed Telegation to evolve, provide more services and training to partners, and to provide the content and training they need to represent all of the providers in the marketplace”.