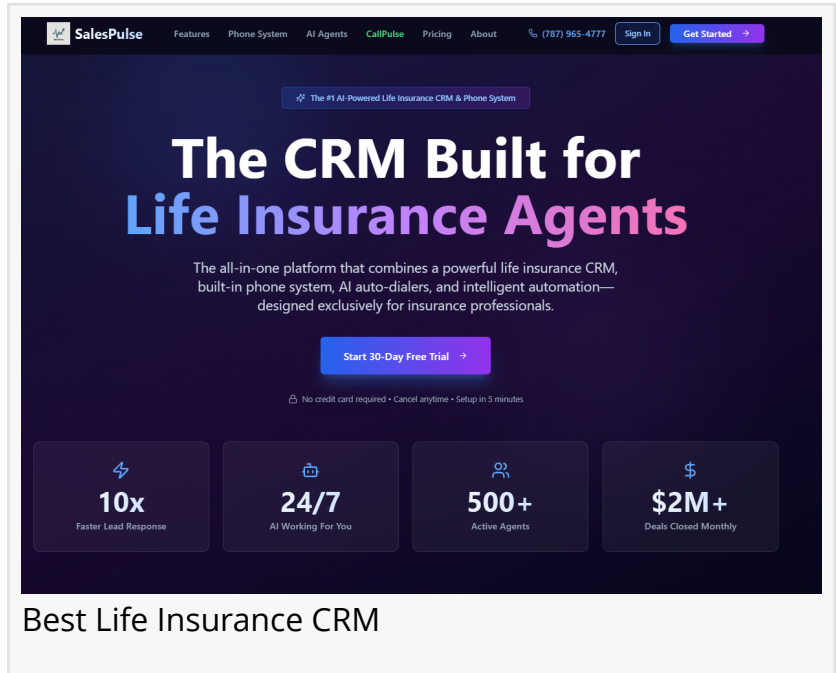


Insurance CRM Platform SalesPulse Launches with AI-Powered Lead Qualification System

SalesPulse Delivers Industry's First All-in-One Platform with 24/7 AI Voice Agents at 70% Less Than Competitors

FAJARDO, PR, PUERTO RICO, February 2, 2026 /EINPresswire.com/ --

SalesPulse, a Fajardo-based software company, announced today the nationwide launch of its cloud-based CRM and phone system designed for insurance professionals. The platform integrates customer relationship management, voice calling, and artificial intelligence capabilities in a single application, starting at \$39 per month.



The screenshot shows the SalesPulse website landing page. At the top, there is a navigation bar with links for Features, Phone System, AI Agents, CallPulse, Pricing, and About, along with a phone number (787) 965-4777, a Sign In button, and a Get Started button. Below the navigation bar, a dark blue banner features the headline "The CRM Built for Life Insurance Agents" in white and purple text. Underneath the headline, a sub-headline reads: "The all-in-one platform that combines a powerful life insurance CRM, built-in phone system, AI auto-dialers, and intelligent automation—designed exclusively for insurance professionals." A prominent blue button says "Start 30-Day Free Trial". Below this, a small line of text states: "No credit card required • Cancel anytime • Setup in 5 minutes". At the bottom of the banner, four dark blue boxes highlight key benefits: "10x Faster Lead Response", "24/7 AI Working For You", "500+ Active Agents", and "\$2M+ Deals Closed Monthly". Below the banner, the text "Best Life Insurance CRM" is displayed.

The company's flagship feature uses AI voice agents to conduct initial qualification conversations with leads before connecting interested prospects to live insurance agents. According to the company, the system operates continuously and handles preliminary screening conversations that agents would traditionally conduct manually.

"Insurance agents typically spend significant time on lead qualification calls," said Kyle E., Founder and CEO of SalesPulse. "Our platform uses AI to handle initial conversations, identify prospects with genuine interest, and route qualified leads to available agents based on their licensing and expertise."

Integrated Platform Approach

SalesPulse consolidates functions that insurance agencies typically purchase from multiple vendors, including CRM software, business phone systems, and automated dialing tools. The company's standard plan at \$79 per month includes:

Cloud-based CRM with unlimited contact storage

- Built-in softphone for making and receiving calls
- AI-powered lead qualification system
- Intelligent call routing based on agent availability and licensing
- Real-time call transcription
- Industry-specific workflow templates

The company reports that insurance agencies traditionally spend \$250-500 per agent monthly across separate platforms including GoHighLevel, HubSpot, Salesforce, RingCentral, and standalone auto-dialers.

Technical Features

The platform's CallPulse routing system directs incoming leads to appropriate agents based on factors including state insurance licensing, vertical specialization (Final Expense, Term Life, Annuities, IUL, Medicare), current availability, and historical performance metrics.

The AI voice component conducts conversational interactions with leads, handles common objections, and gathers qualification information before determining whether to transfer the call to a live agent. The system includes compliance features such as automatic Do Not Call list management and TCPA-compliant call recording.

SalesPulse also provides pre-configured workflows and scripts tailored to different insurance products and includes training materials for both the platform and insurance sales processes.

Early Adoption Data

According to the company, beta testing customers reported increases in qualified appointment rates and improvements in closing percentages, though specific metrics varied by agency. One beta user, Josh H., stated: "Our close rate increased from 12% to 26% in the first month of using the platform."

Puerto Rico Operations

SalesPulse operates from Fajardo, Puerto Rico, and serves insurance agencies across all 50 U.S. states. The company cited Puerto Rico's Act 60 tax incentives and access to mainland markets as factors in its location decision.

"We're building technology for the insurance industry from Puerto Rico while serving agents nationwide," said Kyle.

Security and Compliance

The platform features 256-bit encryption, SOC 2 Type II compliance certification (in progress), 99.9% uptime service level agreement, and architecture designed to support HIPAA

requirements for handling protected health information in Medicare sales.

Availability

SalesPulse offers three pricing tiers: Basic (\$39/month), Standard (\$79/month), and Premium (\$129/month), with custom enterprise pricing available. All plans include a 30-day trial period. The platform is available immediately at www.salespulse.app.

Contact Information

SalesPulse Incorporated

Phone: (787) 965-4777

Email: sales@salespulse.app

Website: www.salespulse.app

About SalesPulse

SalesPulse is a cloud-based CRM and phone system provider serving the insurance industry. Founded in 2025 and headquartered in Fajardo, Puerto Rico, the company develops integrated software solutions for insurance agents and agencies.

Christian Hays

SalesPulse Incorporated

+1 787-965-4777

sales@salespulse.app

About SalesPulse

SalesPulse is the insurance industry's first all-in-one CRM and intelligent phone system, purpose-built for insurance professionals. Headquartered in Fajardo, Puerto Rico, SalesPulse serves agents nationwide with AI automation that eliminates cold calling while agents focus on closing deals.

Chrstian Hays

SalesPulse Incorporated

+1 787-965-4777

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/888316592>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.