

CASE STUDY

Customer Care Services Deliver Big Results



Challenge

A managing general agent (MGA) offering personal and commercial products in 49 states, needed to create awareness around several new offerings including Homeowners, Wind, BOP, and Artisan Contractors products. The target audience was more than 1200 agents in Texas.



Solution

Activer Solutions worked with the MGA's team to deliver a phased approach to reach out to the agents. As a part of the project, Activer developed a comprehensive service guide with product details and benefits with the information provided by the MGA. Activer then implemented a dedicated inbound call queue and trained its Customer Care team to manage inbound and outbound calls for the campaign.

The first step in the campaign was for the MGA to send a leadoff email targeted to agents outlining the benefits of their new product offerings and a dedicated phone line to call with questions. For the next step, Activer's Customer Care team initiated calls to each of the 1200 agents to confirm receipt of the email and discuss the new products. Activer's Customer Care team was also available to take inbound calls from the agents to answer any questions on the product offerings as well.



Results

The campaign lasted four weeks. The Activer team successfully connected verbally with 97.5% of the agents. Activer also validated and updated contact info for the agents as an added benefit to the campaign. The month before the campaign, the MGA's sales were \$150K for the new products. In the two months following the campaign, sales increased to \$280K and \$450K respectively. The MGA has engaged Activer for another callout campaign due to the success of this campaign and is also planning for additional projects with Activer.

Challenge

- Product Awareness

Results

- Product Awareness
- Increased Sales
- Contact Database Cleaning

ROI

- Over 200% Increase in Sales for Minimal Investment

Ready to Learn More?

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