



Insurance Benefits

Increasing Insurance Sales and Retention through Contact Management

The Challenge:

As a life insurance company was looking to expand its employee benefit division, they were in search for a nationwide call center with a strong history of customer satisfaction, sales conversions, customer retention, and compliance. After years of ineffective and noncompliant attempts by other providers, they partnered with Five Star Call Centers. FSCC became their clear choice and sales partner and remain the company's only direct to consumer contact center sales channel in the nation.

The Solution:

Five Star Call Centers introduced a contact management model that combined strong operations, sales, and marketing strategies that developed into a fully functional insurance agency model within the walls of the contact center.

For prospective customers in dire need of health, life, or dental insurance coverage; FSCC built a comprehensive marketing communications campaign and contact center model that took the direct to consumer insurance sales channel by storm.

- FSCC surveyed the market place to identify leading consumer trends, price points, and product needs. Then worked with the partner's actuaries and marketing teams to develop customized product offerings available only through FSCC.
- Utilized trend setting messaging and creative driving consumer interest and response to our Licensed Insurance Agents.
- Through live agent calling, IVR design, email communication management, voice messaging, and CRM management, FSCC spurs interest, answer questions, collects data, and closes sales via telephone application enrollments.
- Met stringent regulatory compliance requirements through call recording, strong quality review and training programs, team member coaching, and insurance carrier transparency and partnering.
- Built data management software to enhance customer sales, service, and retention.

The Results:

By utilizing enhanced customer contact strategies, contact center technologies, proprietary data and customer relationship management; FSCC has quickly become one of the partners top producers. In fact, FSCC was honored an award as their 5th largest agency in the nation. Through collaboration in our sales coaching and marketing, FSCC was again honored in the partners "Leading Producers Group", but this time moved up as their 2nd largest health insurance agency in the nation. In addition, they were honored as having their 3rd best year over year growth, and received their third award in sales and service by having the 4th best year of all agencies for all produce sales (health, life, and dental insurance)

- Over 30,000 consumer interactions handled monthly within service level, compliance, and regulatory requirements
- Live agent calls reach 40% of prospects for Q&A, enrollment applications, and data collections
- Health, life, and dental sales lands FSCC as the 2nd largest agency in the nation with \$10,000,000 in annualized sales
- Customer retention strategies has FSCC customer policy retention rate as a leader amongst all the partners agencies
- The FSCC comprehensive contact and data management approach cost less than their traditional insurance marketing, while delivering drastically improved results, sales, and retention

"Rarely in business do you find a company who combines a strong understanding of operations with such sales and marketing savvy. Five Star Call Centers is a model for customer focus and service excellence throughout the country."

--Vice President of Special Markets