

1POINT

LEAD GENERATION: TELECOM B2B



IMPROVING CONVERSION AGAINST ENQUIRIES RECEIVED FROM AFFILIATED PARTNERS
LOOKING FOR LIFE INSURANCE POLICY - **78%** GROWTH FROM Q1 TO Q3

CLIENT PROFILE

Established in 2011, client is one of the oldest and largest insurance companies in Japan. It brings a need-based approach to life insurance, based on values of quality, cost-consciousness and customer-centricity.

BUSINESS OBJECTIVE

Client was targeting Real Time Appointment (RTA) of 10% customer base against prospect connected data which was received through various affiliated partners looking for Life Insurance.

WHAT DID WE DO?

Lead Monitoring tool was created to monitor and attempt customer within 3mins of online enquiry

Different calling strategies implemented (Intensity logic as per dispositions, Sticky Logic, etc.) basis data source (Social Media platform, SMS, RM, etc..)

Verification of lead quality through audit and reconfirmation with customer was done

High Value Premium cases were being supported by Call Center for fixing appointments with customer

IMPACT OPPORTUNITY

RTA moved from 5.20% in Q1 to 9.27% in Q3

Prospect customer base increased from 1000 in Q1 to 2400 in Q3

CLIENT TESTIMONIAL

Doubled the performance in 2 quarters... Kudos!
Increased the OPO business by 75% - 35 seats from earlier 20. Manager is nominated for trip to Bangkok for achievement of Q2 targets.

Lead Generation

