



Customer Solutions Group
The Inside Sales Lab™

Insurance Company Grows Revenue While Reducing Costs



Key Results

Utilizing the STEP™ Process, CSG was able to:

- Grow their client's customer base by \$15 million within the first year
- Accelerate expansion into a new state
- Reduce costs per sale
- Reduce staff while still delivering the same number and quality of customers
- Improve the customer experience

Customer Solutions Group

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Case Study

Overview

A leading, 30 year old automobile insurance company with a presence in multiple states identified the need to significantly improve their sales results, while also seeking to explore new channels of distribution. They selected Customer Solutions Group (CSG) as their business partner to assist them in improving their existing sales processes, as well as develop new ones that would ultimately improve their overall sales revenues and cost efficiencies.

Background

The automobile insurance industry is highly competitive. On one hand, independent insurance agents have the ability to select from dozens of providers for their customers. Entering new markets is costly and time consuming because agents have to be recruited, signed and motivated to sell provider's products. On the other hand, the Internet makes it easier for consumers to 'price shop' their auto insurance. These two factors caused CSG's client to investigate including another channel of distribution into their current mix to expand their exposure and sales volume. Because the client relies so heavily on licensed insurance agents for the majority of their sales revenue, they wanted to develop a "direct to consumer" sales process that would complement the sales made by their agent representatives. In order to do this, they needed a trusted partner to help develop the best approach.

The client selected CSG based on their inside sales experience and their exclusive STEP™ Process that combines both of their proprietary InsideSalesWebResponse and InsideSalesLab solutions. As an integrated diagnostic, real-world implementation and measurement model, it provides insurance payers the ability to build and fine tune their insides sales Strategy, Technology, Evaluation, and Production functions.



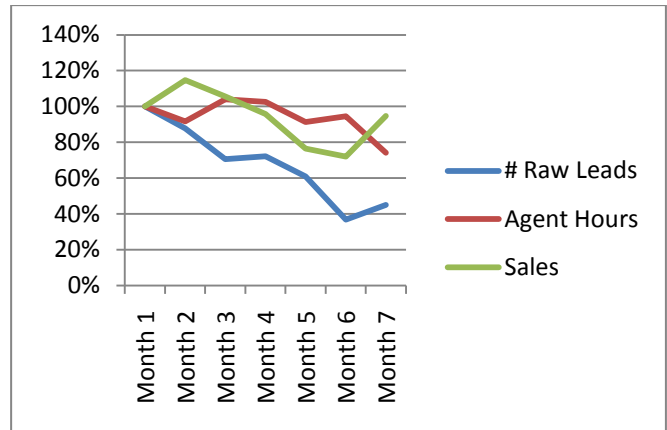
Case Study (Con't)

How It Works

CSG worked with the client to develop a two step process where customer leads are gathered from 3rd party web sites and posted to CSG servers. Utilizing CSG's InsideSalesWebResponse capability, key customer information is immediately loaded into CSG dialers and an outbound call is made to the consumer, many times while they are still sitting in front of their computer. Once the consumer is reached, CSG qualifies the prospect by asking a few strategically selected qualification questions. Based on their responses, likely purchasers are then passed to licensed agents at CSG's InsideSalesLab who close the sale. Throughout the process, CSG utilizes the STEP™ process for liberal testing of scripts and lead criteria. These methodically created test cells help CSG and their client determine which segments are profitable and which ones are not, thereby providing necessary information to continuously improve and refine the process.

The Results

Due to the successful use of CSG's proprietary technology and processes, the client was able to achieve their goal to expand their sales capability by creating a new channel of distribution. The direct channel established by CSG grew the entire customer base by 5% the first year. In addition, CSG's continuous testing and improvement process has enabled the client to reduce their per customer acquisition cost by 21%, while at the same time, reducing their overall staffing ratios. Additional information captured through the testing process also allowed the client to better understand their customers' needs and targeting strategy, as well as where they should expand their business geographically. Having a centralized inside sales force has already facilitated expansion into a new state within a much faster time to market than traditionally possible. In summary, the client, working with CSG, has identified a way to successfully grow sales, reduce costs and increase market penetration in a highly competitive environment.



*The STEP™ Process provided information to improve lead quality, reducing the number of raw leads while still **increasing sales**, resulting in a reduction in agent hours and overall costs.*



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