



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

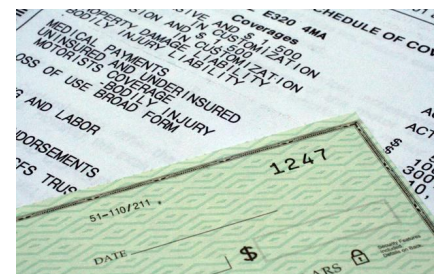
An independent agent driven, multi-state, automobile insurance company identified the need to significantly improve their sales results, while also seeking to develop a new distribution channel. They selected Customer Solutions Group (CSG) as their business partner to assist them in improving their existing sales processes, as well as develop a direct writing channel that would ultimately improve their overall sales revenues and cost efficiencies.

Background

The automobile insurance industry is highly competitive. Independent and captive agents compete with each other, direct writers and now, hybrid variations of each. 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 shop their auto insurance. These two factors caused CSG's client to investigate selling directly to consumers to expand their exposure and sales volume. Because the client relied completely on independent agents, they wanted to develop a direct-to-consumer sales process. 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 their proprietary InsideSalesWebResponse and InsideSalesLab solutions.

With over 60 years of combined experience in call center operations and consulting, CSG's management team partners with carriers to fine tune their sales **Strategy, Technology, Evaluation, and Production** functions.

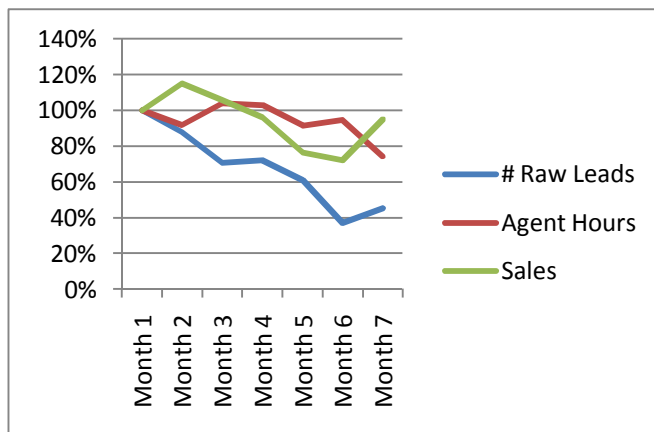


Case Study (Continued)

CSG partnered with the client to develop a two step process where customer leads were gathered from 3rd party web sites and posted to CSG servers. Utilizing CSG's InsideSalesWebResponse capability, key customer information was immediately loaded into CSG dialers and an outbound call was made to the consumer, many times while they were still sitting in front of their computer. Once the consumer was reached, CSG qualified the prospect by asking a few strategically selected qualification questions. Based on their responses, likely purchasers were then passed to licensed agents at CSG's InsideSalesLab who closed the sale. Throughout the process, CSG utilized the STEP™ process for tightly designed testing of scripts and lead criteria. These methodically created test cells helped CSG and their client determine which segments were profitable and which were not, thereby promoting continuous improvement.

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 10% 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 using internet leads, 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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