



Industry: Insurance
Campaign: Outbound Telesales
Customers: Residential
Products: Personal Accident & Critical Illness

A subsidiary of one of the largest insurance companies in the world, our Client has been established as a leading insurance company for over 60 years with a portfolio of products to include accident, medical and life insurance.

Products

Currently we are selling a range of policies through outbound telemarketing to a residential database. Our Client came to the market with innovative new insurance products designed for families, females and the elderly. After meticulously researching the UK market they recognised a need for specialist insurance cover against personal accidents and critical illness.

Challenge

Our Client targeted the UK residential database to sell their range of policies through a telemarketing approach, without branding and unknown in the UK, via a cold call to homes in the UK to sell their range of products. Telegen was awarded the contract to pilot a telemarketing programme in May 2000.

Solution

Telegen was able to set up a fully integrated programme within a 6-week period from ground zero. The IT department developed their call centre facility for the programmes by utilising advanced predictive dialling technology, digital call recording. Tailored telesales training modules were developed by Telegen's training department to optimise communication skills and sales performance. A bespoke call guide was built using HTML scripting; including the development of on line direct debit mandate datacapture supported by a supervisor based sales confirmation process. Telegen was able to overcome the sensitivity issues associated with the delivery of these products by instigating a bespoke call assessment and ongoing monitoring process.

Results

Telegen has exceeded our Client's expectations in terms of sales per hour achieved, acquisition cost reductions and consistent delivery of quality assured processes. From an initial pilot team of 12 agents Telegen currently has over 100 full time and 60 part time agents calling into the UK. Telegen has successfully launched these products into the UK market with shorter than expected learning curves and higher than expected results. Telegen was so confident that they could meet with their client's requirements they embarked on a risk-reward approach. By optimising our outbound IT capabilities and adhering to our quality monitoring procedures, Telegen will continue to consistently deliver cost effective telemarketing solutions on behalf of our Client.

Client Quote

"We have a long term relationship with Telegen and we have always been impressed with the professionalism of the entire team in Brighton and the focused sales approach has consistently delivered good results for our business"



Telegen UK Ltd, Sovereign House, Church Street, Brighton, East Sussex BN1 1UH
t: +44 (0)1273 341000 f: +44 (0)1273 341001 e: info@telegenuk.com

www.telegenuk.com