



the company

A Midwest based provider of group life insurance, this client offers term, group universal, and variable group universal coverage to companies with 1000 plus insurable employees.

the goal

The VP of Group Insurance was seeking a partner to help them prospect and qualify companies so their sales team could focus on selling and closing business. This client needed a partner who could effectively target companies with 1000 plus insurable employees.

the intouch solution

InTouch calls into companies requesting to speak with the VP of HR or the VP of Compensation and Benefits so that we can obtain qualifying information about the companies. We are able to uncover when companies are beginning to initiate price quotes from outside providers, if the companies have long term rate guarantees, if the companies have brokers/consultants (third party agents), when RFP's will be sent, what life products they offer, and the number of insurable employees that would be eligible.

The VP of Group Insurance said, "By providing consistent calling capability that our sales managers didn't have the time or inclination for, InTouch gives us connections to employers directly and they have created an incredible database of employer and broker names that we can use for nurturing. InTouch also identifies when employers are taking their group life benefits to bid and what brokers they are working with."

the results

In the two years this client has been with InTouch, we have had 1300 employers identify and give access to their brokers, while another 400 employers wanted the client's sales managers to contact them directly. Not only has our client's database grown, but their RFP activity has doubled!

According to the VP of Group Insurance, "The data that has been mined has been invaluable. The referrals given to us from employers to call their brokers is incredible. The understanding of how best to use the sales manager's time through working with InTouch is moving our sales operations forward."

"Before working with InTouch I was pessimistic about the possibility of using 'telemarketing' to access the people the sales managers should be accessing. I now continue to look for new ways to use InTouch from a prospecting, nurturing, database development or sales basis. I no longer think of them in terms of a 'telemarketing organization.' The contribution InTouch has made has been significant."