



Client Case Study

Client	<i>Company X</i>
Date	2018
Sector	Life Insurance & Protection
Campaign Size	10 Agents



The Brief

UK Consumer Links were approached by *Company X* to run an outbound dial lead generation campaign for their Life Insurance and Protection business.

Company X supplied their own data (Backbook from a CMC) and their own web portal. However, we worked together to develop the scripting, criteria and objection handling training.

Desired Output

Company X wanted to supply their UK Advisers with criteria based, qualified, insurance hotkeys.

They set a target of a minimum 3 Hotkeys per Agent per Day based on the following metrics:

Data in Dialler Per Week	5,000
Contact Rate %	35%
Contacted	1,750
Contacts Per Agent	175
Contacts Per Agent Per Day	35
Min. Hotkeys Per Agent %	10%
Min. Hotkeys Per Agent	3.5
Team Hotkeys Per Day to UK	35
UK Adviser Conversion %	40%
UK Adviser Conversion	14
Ave. Commission £	£360
Total Daily Commission £	£5,040
Total Weekly Commission £	£25,200

Costs

Each Lead Generation Agent cost *Company X* £1,050

The total Monthly cost to *Company X* for Consumer Links was £10,500

Actual Output

The Campaign was very successful, *Company X* have been able to grow their Life Insurance business and have now expanded in to general insurance; Home, Contents, Motor and Pet.

The data being supplied by *Company X* from their sister companies back book declined in quality as it increased in age. However, we were able to achieve most of the targets set out from the original brief. The team didn't increase in size overall, however across the 6mths the team experienced some movement as the odd Adviser moved on and was replaced.

Below is an overview of the campaign when it had reached 100,000 pieces of data:

Data in Dialler Per Week	101,461
Contact Rate %	32%
Contacted	32,467.52
Contacts Per Agent	3,246
Actual Hotkeys Per Agent %	8.6%
Actual Hotkeys Per Agent	279
Team Hotkeys to UK	2,792
UK Adviser Conversion %	43%
UK Adviser Conversion	1,201
Ave. Commission £	£337
Total Commission Generated £	£404,737
CL Agent Cost (10 x for 6 mths)	£63,000

Summary

As you can see the campaign was very positive commercially and gave *Company X* confidence to expand their teams within South Africa.

If you would like to know more about how Consumer Links can support your business get in touch

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