

## Lead Generation:



Service was provided to an Insurance industry giant, which resulted in our client increasing its market share within an extremely competitive sector.

### Summary

*Our client is a wholly owned subsidiary of a FORTUNE 100 insurance company. They had been seeking the services of a telemarketing company to supply qualified leads, which will potentially lead to new business. Motivation delivered exceptional results and as such has retained the client for over 4 years.*

### Background

Our client is a wholly owned subsidiary of one of the top Insurance Houses in Europe, who specialise in managing the majority of the captive marketing services for the parent company. The client undertakes the majority of the marketing activities in-house. However outsources the inbound and outbound telemarketing part to third party service provider (Motivation).

### Brief

Motivation was contracted initially for a trial of three months to generate leads through outbound calling with target databases supplied by the client. The successful completion resulted in Motivation securing a long term contract.

### Solution

Motivation provides a fully integrated call centre with infrastructure for blended inbound and outbound calling which benefits from a power dialling facility. Motivation's contact centre employs seasoned callers with years of experience in telemarketing. Leveraging these assets, Motivation provided a cutting edge service to the client, which included the following:

- *Intensive product training of the campaign team*  
*Carry out telemarketing to encourage entries*
- *Improved script with documented rebuttals*
- *Contact percentage in excess of the target laid in the SLA*
- *Value addition to the client database by cleansing and de-duplicating the database*
- *Account management and daily activity reports*
- *Call recording of all the calls*

After three months of calling the client immediately signed up a deal for 2 years, which has since been extended by another 2 years.

### Vice President

*"The thing that impressed us the most about Motivation, is that they tick all the boxes not only on paper but also on execution. Through their excellent call centre technology and reporting we had complete visibility not just of the successes but also the reasons and factors underlying the successes."*