

Lead Generation for an Auto Insurance firm in the US



Client

A leading provider of auto insurance plans in the US

Business need

The client wanted to hire an outbound telemarketing service provider to help it generate leads and acquire new customers for its various auto insurance plans.

Solution

Cyfuture hired a team of telemarketing professionals with prior experience in the insurance domain. All team members were provided with comprehensive training on all client products to ensure accurate information on various client insurance plans were shared with prospective customers on the phone.

A customized web-based application was developed to track and monitor daily call records, and also follow-up and transfer prospective leads to client. It also tracked agent work hours clocked which aided in efficient utilization of resources.

The solution designed by Cyfuture helped the client increase its business by more than 100 percent on a year-on-year basis.