

END-TO-END LEAD PROCESSING SERVICES FROM SBL

How we helped an insurance agent in the B2B sector increase their sales by streamlining their lead management process.



CASE STUDY

Summary

Our India-based client is an industry leader providing end-to-end brokerage services to the insurance sector. The company is dedicated to offering all forms of Insurance, including Auto Insurance, Homeowners Insurance, Life Insurance, and virtually all other types of insurance.

The client processes thousands of insurance leads per week and was finding it increasingly difficult to independently assess and process the numerous insurance leads from various sources. They were dissatisfied with numerous errors that occur during the internal lead processing and were seeking alternatives to their current processing system, which could cope with high volume of records without errors. Moreover, the solution needed to encompass the whole lead processing workflow, from gathering quotes to making entries and communicating with the clients.

SBL's customized solution enabled this client to implement a well-organized lead-processing workflow and meet their business objectives.

Challenge

Clients faced numerous challenges while processing the insurance leads. There were a great deal of quotes to gather from numerous insurance companies and the process was time-consuming and prone to errors. The staff reported diminishing productivity levels due to increase workload from repetitive manual tasks. Any delays in processing also had a direct impact on the customer experience.

The existing database system involved manual updating, resulting in numerous errors. It also delayed the processing time and directly impacted the customer experience. The client required additional support in processing the insurance leads and renewals through accurate data collection, timely follow up and guidance.

They approached SBL to help them streamline their lead management process and improve the data accuracy.

Solution

Following a thorough understanding of their challenges, SBL swiftly devised a comprehensive solution to address the issues. We assembled a dedicated team, whose members were experts on lead processing. The team was quick to develop and implement a lead processing system incorporating the best-in-class tools to streamline the entire lead management of the client.

We implemented an automated system to replace the current manual system of the client. Our team designed software that automated the input of lead information into the database. The result was an efficient and fast system that was automatically updated to ensure accuracy.

Once the client receives a new insurance lead, they create a new lead in the database and email it to our team. In order to provide the best quotes, we gather quotes from different insurance companies and forward them to the customers.

When the lead is due for renewal, we process it after collecting the inputs from the customers and also modify the policy on the basis of the new inputs.

Any delay in processing the leads could result in a loss of business as customers would quickly switch to other insurance agencies. Our process allowed the client to deliver insurance information to customers in one or two hours.

RESULTS



A considerable reduction in expenditures and an increase in efficiency were achieved by the client while maintaining quality of its operations. Moreover, the client was able to realize the desired levels of control and process visibility.



Discover how we can offer solutions like these for your business.