

Outsourcing – Large UK Based Insurance Provider

Client's business challenge and requirements:

- Maximise ARPU through cross sell and up sell opportunities
- Manage the growth delivered from the increase in speed to market following management buy-out
- A BPO with a track record of success in challenging outbound B2C sales
- A partner with TCF embedded processes and culture
- A partner with FSA Accreditation - Regulatory Scope of Permission Level 2 - 6
- A partner with proven experience in intelligent management of data, to improve DMC rate and increase conversion by use of demographic and other profiling

City Park Technologies' solution:

- Employ only experienced telemarketers with financial services experience and a high performance track record
- Developed a bespoke Dialler Management strategy, segmenting data into daily portions to increase penetration, deliver consistent performance, and save data burn
- Up-capped agent bonus structure and incentive programme to drive sales performance
- Dedicated Quality and Assurance team ensuring agents' full compliance with TCF guidelines

Results:

- Consistently meeting and exceeding sales conversion targets
- Grown through an 87.5% increase in FTE
- Consistently exceed TCF quality adherence
- Reduced answer machine pick-ups and increased productivity

Client

Our client is one of the top 100 fastest growing private-equity backed companies in the UK, providing a unique range of responsive, innovative and value for money insurance products for 'Blue Chip' organisations, SMEs, Banks, Insurers and Affinity organisations.

Role

CPT has provided outbound B2C sales of primarily personal accident plans to existing customers since 2007.