

Quality Contact Solutions provides quality call center solutions that achieve sales results. We exist because the world is driven by sales. We deliver exceptional results because our company culture is vibrant and alive. We offer the solutions and services to make the most of your contact center dollars. We specialize in B2B Outbound Marketing, B2C Outbound Marketing, & Inbound Customer Service.

## CASE STUDY



## Outbound B2B / B2C Lead Qualification

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20+% Average Lead  
Conversion Rate

### THE COMPANY

Our client is an award-winning insurance brokerage firm that helps consumers and business owners find the right coverage at the best value from 100+ leading carriers.

The company was launched in 2015 by the world's largest independent insurance broker with solutions for large companies and clients.

Quality Contact Solutions provided the client with outbound business-to-business and business-to-consumer insurance lead screening services.

# THE GOALS

The client had 2 primary goals:

01

The client needed to increase speed to lead but didn't have the bandwidth internally to call the records quickly.

02

The client wanted to provide their sales teams with only interested and qualified leads.



# THE SOLUTION

Some of the critical components of our client's B2B and B2C lead qualification program:

- Insurance lead screening. These prospective customers requested to be contacted. The objective of the Business Development Representatives (BDR) would be to contact the prospective customer, qualify their level of need through a series of discovery questions and once qualified, attempt to warm transfer the prospects to meet with an internal sales expert of the client.
- Implemented a trigger lead system that would push leads from the client systems to Quality Contact Solutions' outbound phone system for calling in near real-time.
- Integrated with client's CRM to ensure every interaction was logged in real-time.
- Provided a group of highly skilled agents who were technically adept at navigating multiple systems during the lead qualification process.

# THE RESULTS

20+%

average lead conversion

5x

increase in speed to lead

4

live transfers, on average, per 8-hour calling day for each team member

All interactions

logged in real-time through client's CRM



Our client believes in being an advocate for customers and finding the best price and levels of coverage to fit their needs.

As an experienced and proven call center and appointment-setting service for clients in the insurance industry, you can rest easy knowing that QCS will take care of the details.



## A LITTLE ABOUT US...

### Industry experts

We have a team of experts with specific expertise in various disciplines of the telemarketing industry. Each team member strives to give our clients the best possible experience.

### Winning culture

Our team hates losing even more than we love winning, which creates an environment that is motivated to drive performance and make sure our clients are successful.

### We make it easy

We work with our clients to own the entire process, so they don't have to. That means we build it, we call it, we manage it, we report on it, and we make it successful.

### Proven experience

Our team is deeply rooted in the industry. Drawing from a minimum of 10 years of experience, we have the know-how to help our clients succeed.

## Results

We take pride in working hard and smart. We pair creativity and proven strategies from years of experience to help our clients exceed their goals.

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