



Protocol Global Solutions Case Study

Inbound Enrollment Program Slashes Costs and Boosts Conversions.

CHALLENGE

- Create a cost-effective and compliant methodology to qualify inbound calls for field sales force.

SOLUTION

- Protocol Global Solutions develops a multi-pronged call center program that captures and converts responses and is fully trackable for compliance.

RESULTS

- Increases lead conversion by 80%.
- Increases enrollment by nearly 50%.
- Substantially reduces cost to convert.
- Provides easy access to call records for reliable compliance.

The Challenge

Enrollment. Scheduling in-home appointments. Seminars and educational events. Requests for literature. For health plan providers, each of these customer touch points are opportunities to capture information and make sales. But the question becomes how to do it efficiently? Opportunities like these can overwhelm a field sales force. And dropped opportunities translate into lost sales that affect the bottom line. In fact, the cost of a sales rep's time alone to convert these leads is substantial. Moreover, recordkeeping becomes unwieldy, and compliance can be at risk. With all of these things and more hanging in the balance, health plan providers clamored for a better way.

The Solution

Responding to the need of the health plan industry, Protocol Global Solutions went to work developing an innovative call center solution. It began by assembling a team of knowledgeable call center professionals skilled in Medicare compliance. They were then trained thoroughly on each health plan's features and benefits to enable them to discuss these plans with callers and make plan comparisons. This high level of service combined with best-in-class technology streamlined call qualification and conversion. In addition, the cost per conversion began to drop...and the health plan providers realized the immediate benefits of having easy access to data, statistics and recordings for compliance auditing.

The Result

The positive effects of the call center program were astounding. Conversion of in-homes and seminars increased dramatically, while leaving the door open for follow-ups by the field sales force. Enrollment numbers nearly doubled due to an 80% increase in lead conversion. But what made the difference was the reduction in sales costs to acquire these new members and the improved customer service that led to new member satisfaction and increased overall retention.

About Protocol Global Solutions

Protocol is your single source for contact center services focusing on customer service, lead generation, sales, customer acquisition and retention. With over 2,200 employees in 8 locations worldwide, we proactively add value to the relationships between our clients and their customers with depth and experience across a diverse range of verticals and services.

To discover how Protocol can add value to your customer relationships, call 1-800-677-2001 or visit www.protocolglobalsolutions.com.

