

CASE STUDY

INSURANCE COMPANY

BOOSTS OUTBOUND

CALL ACCURACY

TO REDUCE CHURN

WHO?

A leading U.S. property and casualty insurer.

WHAT?

The insurer sought to maximize the reach of its outbound calls by minimizing the portion that got marked as spam by phone carriers. The insurer needed a compliant solution to improve call recognition, particularly for the most important calls it makes to members: notifications for when they're at risk of losing coverage due to nonpayment.

HOW?

With CSG's help, the insurer implemented a solution to minimize the likelihood its outbound calls would be marked as spam (and then ignored by customers). The company's outbound numbers were then registered with major carriers, helping to ensure its calls were displayed to the recipient as legitimate. The insurer also implemented a solution to better recognize how a member's contact number was registered. This helped the insurer determine whether a given number was current and OK to call according to the Do Not Call registry or other restrictions. Using these accuracy and recognition boosts, CSG ran more than 30 different outbound call campaigns for the insurer, each tailored to specific customer segments and regions. These campaigns included loss-of-coverage notifications—a major driver for member retention.



10%

Increase in customer contact accuracy for outbound calls



\$70-100M

In annual revenue retained (based on \$2,000 in premiums per saved member)



10 Days

New campaign implementation time

RESULTS

With more accurate and recognizable outbound calls, the insurer connected with more members—saving thousands of them from churning.