

BBC Global Case Study: Rosenthal

National Financial and Life Insurance Agencies Leverage BBC Lead Generation Services to Drive Growth





Introduction

Eric Rosenthal is a general agent with three different life insurance companies. His agencies offer comprehensive financial planning, retirement planning, and life insurance solutions with a team of 347 agents operating in 41 states. Eric had outsourced telemarketing and lead generation and nurturing services to other companies with mixed results.

"The companies that were onshore and aggressively priced worked best," Eric said. "But as compliance became stricter and more complex, it became less feasible for them to provide services in a way that was still profitable for us. There wasn't enough margin to increase from there."

Eric's companies had no success with onshore outsourcing. Their representatives would look for high-end clients, which were few and far between. They needed a company that could navigate the bulk of leads and complete the critical step of identifying leads who should be contacted by an in-house representative, as well as those who should continue to be nurtured over time by a third party.

BBC Global Lead Generation: More Effective, More Cost-Efficient

With agents across the country and immediate and ongoing needs for telemarketing and lead generation, the agency could not cost effectively handle these tasks in-house. They turned to BBC Global for a solution. BBC had the technology, people, and resources to call people using their own data and create opportunities for the client.

"I just look at the call numbers, the dollars, and the aggravation that would come with doing the blocking and tackling, the basics of lead generation," Eric said. "BBC handles it and there are no complaints from my team. We deal with the finished product as far as the lead is concerned. Everyone has been prepped, which makes our job easier. Time is money, and BBC handles lead generation faster and more effectively than we could at a much lower price point."

BBC Global telemarketers are contacting leads and gauging interest. Based upon the type of lead generated, they either transfer directly to one of Eric's agents, creating an immediate sales opportunity, or they direct an input form to a manager for disbursement. In most cases, the BBC agent would handle the original outbound work. Eric's team would then compile lists of people who we were unable to close or follow up with, and BBC would warm up leads from their list unless they were considered highly valued prospects.

The entire process has been seamless with nothing lost in translation.

"The number one concern with offshore telemarketers is their accent," Eric said. "I was pleasantly surprised. Their English is very, very good. They sound professional and you would never think they were offshore. They sound like someone sitting in my office would sound. They're just part of the team."

The Results: "BBC has been integral to our overall growth."

"Initially, because of their technology and professionally trained telemarketers, BBC far exceeded our metrics with regards to outbound dialing and lead generation," Eric said. "I would say roughly a five-to-one factor – they would generate five leads to our every one lead, based on the same lead list and time spent calling, at a much lower overall expense."

BBC has created activity for newer agents who don't have an established book of business, which has basically eliminated downtime. There's no reason for these agents to be idle. BBC creates more opportunities, and conversions tend to provide higher value. BBC also provides Eric's team with more documentation and data than they anticipated receiving from offshore telemarketers.

"Because we represent different companies, the data from BBC gives us an idea, before we even get on the phone, which leads we should evaluate and which leads are a potential match for which company," Eric said. "This eliminates much of our background work that would be spent simply uncovering their need and determining which carrier might be a good match."

As impressive as the numbers and results have been, taking this enormous responsibility off the plate of the in-house team has been a tremendous benefit for Eric's companies.

"What I like best is how easy they make everything," Eric said. "It's hands-off on my end. I tell BBC what I need and they figure out what needs to be done to deliver. One problem in the past is that we start out at X dollars, but shortly into integration, we get to 2X and 3X. BBC has delivered on basically every request at the price point we originally discussed."

Of course, the primary goal of these activities is to drive growth, not just revenue, but also growth in each individual contributor.

"There is an expectation and there is a hope of what value each employee will add to the organization," Eric said. "BBC has been able to raise both metrics for what can be achieved with proper training in optimal scenarios – eliminating downtime, creating more opportunities, and supporting capable salespeople who might not be the best at generating leads on their own. This helps people who would otherwise struggle become successful. BBC has done a fantastic job adding volume, and a company in a growth phase needs volume. BBC has been integral to our overall growth."



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