

## Case Study

### Company

Higos Insurance Services

### Sector

Specialist insurance brokerage

### Services provided

- Lead generation
- Telemarketing

## Higos Insurance Services

Higos Insurance Services were set up in 1990. They now have a team of over 200 people, 13 branches and a global network of broking partners. They provide independent insurance advice cover for wide range of commercial and personal risks. Higos take the time to understand their clients' requirements and the risks they face both personally and within their businesses. They use their expertise and underwriting skills to mitigate those risks by finding the right policy or insurance programme for each client.

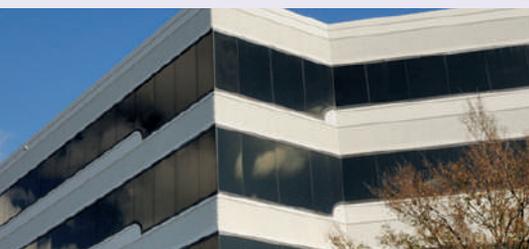
## How Your Business Development Team helped

Your Business Development Team began working with Higos in Summer 2020.

Higos internal telephone team is mainly focused on inbound calls and using an external telemarketing resource focused on identifying renewal dates means that their more specialised internal sales resource can concentrate on conversion of the leads created by YBDT.

Additionally, while Higos' Business Development Managers are tasked with new business generation, they are fully occupied working on supporting exiting clients and targeting hot opportunities that they have little time to make prospecting calls and keep on top of renewals.

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With this in mind the objective was to build a pipeline of potential future business. A telemarketing campaign is carried out monthly on behalf of Higos' Business Development Managers, to discover renewal dates for various aspects of business insurance. By understanding the current cover and future requirements Higos can potentially offer improved cover and costs.

Calls are made to industry specific databases, with geographic campaigns also being carried to targeted areas of the country. Your Business Development Team used an experienced insurance industry Telemarketer to collect the maximum available information from each call. This information is then added into a CRM system for review by Higos sales team and further action to secure new business.

This campaign has been highly successful with calls yielding data for further follow up and appointments for Higos' Business Development Managers being generated for immediate follow up.

### Feedback from the Higos sales team:

"Higos have been using the services of Your Business Development Team to help with lead generation and specific sales campaigns. Their professionalism, organisation and tenacity has created sales opportunities for me and my colleagues meaning we can generate more new businesses in the months to come.

I wouldn't hesitate in recommending YBD to any organisation that want to create a sales campaign or indeed want to enhance their current sales structure.

Thanks for all you help."

Nick Reynolds, BDM – Higos Insurance Broker

