

# Integrated Marketing: How we helped a new insurance brand through an automatically generated communication campaign.

## Our Approach

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To enter this established market our client made the strategic decision to look and act very differently to other Australian insurance companies.

With this in mind, they asked a number of outsourcers to present how they could handle the sales communications process for their insurance product offering.

The communication timing, delivery channel, and content were all managed within Unity4's proprietary technology platform, RapportCMS™.

Having scoped and scripted the processes, we set the timings to trigger various automated print, SMS, email and telemarketing events. These included;

- Inbound calls with a view to send an information pack plus an agreement to receive a follow up call.
- Prompt mailing of a personalised information pack the next business day.
- Scripted outbound telesales follow up within 7 working days of the date the mail pack was posted.
- Triggers designed to make subsequent follow-up calls in order to convert interest into sales.
- Various other mail packs, triggered at pre-designated times to further reinforce the message and encourage the sale.
- Other email and SMS communications triggered and broadcast at preset timings for each prospect, presenting further 'call to action' messages.

## The Result

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The Unity4 approach delivered a proactive service partnership for our client. Sales targets were exceeded and improvements were suggested, agreed to and then locked into the process via our RapportCMS™ rules engine.

Online reporting meant the client could make immediate data driven decisions on the direction of their advertising spend and other components of their sales mix. They also had the ability to monitor their calls first hand, in addition to the Unity4 quality assurance.

