



Newfound Confidence in Sales: P&C Insurance Company Partners with Qualfon San Antonio to Drive Revenue

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Qualfon, a mission-driven business process outsourcing (BPO) company and global provider of contact center services, earned a new client in the property and casualty (P&C) insurance industry. In February, Qualfon's contact center in San Antonio, Texas launched an inbound sales program designed to increase auto and homeowner policy revenue for its new regional insurance client. With sales performance more than **six times higher than the goal**, the Qualfon team quickly exceeded client expectations and is now poised for partnership growth.

"This client had never outsourced before and was seeking a partner with deep industry experience who could accelerate qualified sales lead optimization. Qualfon demonstrated P&C sales expertise, introducing a team of licensed professionals who knew how to identify areas of opportunity, cross-sell a book of business, and turn sales leads into new policyholders," explained Bryan McCann, V.P. of Client Relations, Qualfon.

Qualfon leveraged more than 20 years of insurance industry expertise to design and launch the program in just two weeks. The proof-of-concept program quickly grew into a successful team managing more and more sales leads as well as expanding from auto policy sales into cross-selling homeowner policies.



Qualfon San Antonio expanded its operations to serve a new P&C insurance client. Leveraging 20 years of insurance industry expertise, Qualfon launched the program in two weeks and consistently delivers sales conversion rates six times higher than the performance goal.

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Sales Conversion Rates 6X Higher

than the goal

“Our client was delighted when they saw that Qualfon could consistently deliver sales conversion rates more than six times higher than their goal. That performance metric has been holding steady since February and has led the way for our agents to become a frontline sales team,” said McCann. “With Qualfon, our client has a newfound confidence in their ability to effectively grow their market share.”

While Qualfon’s experience, speed, and performance standards are building trust with the new client, program managers are also working to add value to the partnership. The team uses customer data and reporting to bring innovation and strategic business insight to the table.

“Once we showed the client that we could sell, then there was room to explore more with their business. So, we identified gaps and pain points, brainstormed solutions, and partnered with the client to fill their needs,” said Kimmie Miranda, Qualfon Operations Manager. “These efforts include experimenting with email channels and outbound calls to maximize sales success.”

The partnership is mutually beneficial. The new program strengthens Qualfon’s leadership, complementing its portfolio of P&C clients and further establishing Qualfon San Antonio as a center of excellence for insurance clients. Likewise, the partnership allows the client to concentrate on core competencies, such as differentiating product offerings and developing the brand.

“Small and mid-tier P&C companies often struggle to build and maintain high-quality sales and service

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V.P. of Client Relations
Qualfon

operations. For business executives, it’s difficult to determine exactly when to invest in multiplying the business and adding producers to maximize their growth potential. Doing so can come at a significant expense that can turn the focus toward hiring, training, and managing large teams instead of focusing on core strengths,” said Steve Tatarian, V.P. of Operations, Qualfon. “This is where Qualfon comes in and really takes that pressure off. We are certain that our licensed and non-licensed consumer acquisition, service, retention, and growth solutions can be of value to many agencies that have a similar need and elect to partner with a proven leader in their industry.”

About Qualfon

Qualfon is a mission-driven BPO company and a global provider of contact center services and back-office processing. With experienced BPO leadership and a strong track record of business growth dating back to our founding in 1995, Qualfon helps companies reduce costs and deliver superior customer experiences. Today, we have approximately 13,000 employees serving international brands across many industries, and our intelligent outsourcing locations span the United States, the Philippines, Guyana S.A., and Mexico. Qualfon’s mission to “Be the Best BPO, Make People’s Lives Better” means we invest in our people and, in return, they take better care of you and your customers. Qualfon’s employee retention regularly exceeds the industry average, which creates a people-driven value chain: Our employees stay longer, providing you a higher quality service at a lower price.