

K·M·B

TELEMARKETING

Finance & Insurance Case Studies Example 1

Overview of Clients

We have a variety of clients based in both the Financial and Insurance sectors who range from very large well-established multi-national corporations to smaller local businesses offering a comprehensive range of financial and insurance products.

Examples of Campaigns

K.M.B Telemarketing have a wealth of experience in working in this sector having worked on many campaigns promoting both financial and insurance products and services to relevant target industries. Examples of some of the campaigns we have undertaken include:

Identifying target prospects from new or existing databases who are due to renew their corporate insurance within a specified timeframe and generating appointments to discuss policies and rates

Generating appointments to communicate life investments to existing customers

Promoting individual insurance and investment and supporting launch communication of any new policies to existing and/or target customers

Undertaking customer care surveys and communicating new policies that may be of interest

Typically in this sector, for appointment-setting campaigns, meetings have been made with the Finance Directors/senior personnel of a variety of different industry sectors with responsibility for key areas of their business's financial and insurance matters.

Results

K.M.B Telemarketing have consistently delivered quality results for campaigns presenting clients with real business opportunities and detailed feedback.

Testimonial

"We have always found K.M.B to be very professional, experienced and flexible. K.M.B work well as a team and have always met and often exceeded our expectations.

Their regular updates and summaries are tailored to our requests and are very informative. They also enable us to gauge campaign success at a glance.

We will continue to use K.M.B and would be happy to recommend their services."

GE Capital

