

30%
Increase in
qualified leads

Around **10%**
boost in policy
sales

Pre-Sales Support for Insurance Brokerage Firm

Client Challenges

A mid-sized insurance brokerage firm specializing in personal and commercial insurance aimed to expand its customer base and increase policy sales but lacked an efficient in-house lead generation system. The client needed a dependable partner to increase sales penetration.

Project Methodology

- Haanuwise offered outsourced lead generation services to target specific demographics.
- To run a successful lead generation process on behalf of the client we recommended 4 dedicated fulltime employees (FTEs) who utilized targeted calling campaigns to reach potential clients.
- The purpose was to increase client engagement and conversion. Our agents focused on offering free insurance quotes, educating prospects about tailored insurance products, and reaching out to individuals who matched ideal client profile.

Impact Delivered

- The client onboarded 4 full-time employees from Haanuwise.
- Consequently, within six-months of running the lead generation process with us, the client experienced a 30% increase in qualified leads, leading to around 10% boost in policy sales and overall market share.

