



Policy Retention Success Story

CASE STUDY

OBJECTIVE:

Improve Policy Retention with Automated Notifications

As one of the largest insurance and financial services companies in the world, this company was looking for a solution to improve policy retention and more specifically, increase the number of customers who choose to reinstate their policies after entering into a cancellation pending status. A top priority for this organization was to find a solution that was both easy to implement and provided immediate results.

THE WEST NOTIFICATIONS GROUP SOLUTION:

Outbound Voice Application that Contacts Millions of Customers

The company indicated its desire to develop a cost-effective solution to communicate timely and relevant policy information to customers and encourage them to reinstate their policy by making a payment.

By partnering with West, this organization implemented West's policy retention application. This automated outbound notification contacts customers with a payment reminder that provides them with the information needed to prevent their policy from lapsing. This client sends over 1.5 million notifications annually to customers throughout the U.S.

THE RESULTS:

Millions of Dollars in Annual Revenue Protection

With West's solution, the insurance provider experienced:

- 5.7% overall improvement in policy retention
- \$75 million annual revenue protection
- 3.8% uplift in renewals over an 8-month period

West's automated outbound notification provided an easy way for customers to take action to renew their insurance services and make payments on their policies. This insurance provider was able to drive revenue and increase customer retention and has implemented additional West applications to increase operational efficiency and improve their business.



Policy Retention Success Story

CASE STUDY

WEST NOTIFICATIONS GROUP:

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit www.westnotificationsgroup.com.



For more information contact us at:

877-369-1858

or visit us at westnotificationsgroup.com