

CASE STUDY

Growing SMB Membership through Lead Generation

Client

One of the largest healthcare insurance providers in the country

Business Challenge

The Client was driven to aggressively increase group health insurance membership levels for their small and medium business (SMB) segment. They wanted to use census qualification and needs analysis to convert competitive business in targeted geographic areas of the country. Based on customer-specific renewal data information, the Client also wanted to establish a qualified sales revenue pipeline for future targeted marketing.

Solution

Direct Alliance deployed a dedicated, professional sales team to qualify conversion opportunities using a multi-tiered assessment approach. Sales team efforts were focused using individual sales books that were segmented by industry, geography, and company size (based on employee count). To monitor results, Direct Alliance implemented analytical testing and metrics to determine top performance, sales velocity, and incremental revenue gain.

Metrics

Within 30 days, Direct Alliance successfully launched the program along with its inside sales team. In the first week alone, the sales team produced more than \$700,000 in the conversion pipeline. Within the first month, the team outpaced the census forecast by 48% and exceeded the lead generation rate by 120%. Pipeline revenues exceeded projected target levels by 300%.