



## **Cornhill's conversion rates up by 40%**

### **Objective**

- Cornhill Direct General Insurance outsourced the outbound telemarketing of a new general insurance product to Broadsystem as it wanted to benefit from a customer contact expertise that was driven by data profiling.

### **Solution**

- By applying data analysis techniques to Cornhill Direct's customer database, we were able to match selections for the campaign to the most appropriate profile for its new General Insurance product.
- We identified the highest-value prospects on Cornhill's customer database and also enhanced the selection process by choosing those people with the characteristics that generate the best responses.
- We used our Customer Contact skills to ensure the timing of the outbound calls would be appropriate to each prospect, according to the information held on the records.

### **Results**

- A highly cost-efficient and productive campaign that increased sales, reduced wastage and minimised customer irritation.
- In comparison to previous campaigns run without data integration, Cornhill Direct experienced an increase of 40% in conversion rates
- Costs per sale were reduced by 50% and the penetration to DMCs (Decision Making Contacts) increased by 25%.