

## Licensed Insurance

Are Your Agents Growing With You?

### OVERVIEW

PCCW Teleservices is a leading global provider of multi-lingual outsourced sales and service solutions. Our focus on scalable and repeatable best practices has enabled us to grow our client's licensed insurance programs successfully, while maintaining the highest quality and compliance standards.

### LICENSED AGENTS

PCCW Teleservices approaches agent development somewhat differently from most other companies. We prefer to "grow" insurance agents rather than hire them. The key to success is to identify the right aptitude and talents, then provide a career path – on an invitation only basis – to advance from a telephone representative to a licensed insurance agent. We have extensive experience in one-tier, two-tier and unlicensed programs. For many insurance products, the two-tier approach creates the greatest efficiencies by using trained sales representatives to generate qualified leads, then having a licensed agent validate and confirm the sale. When licensed agents spend less time qualifying leads and more time closing sales, it increased efficiency, with the cost savings going straight to our clients' bottom line.

- Active insurance licenses in 49 states – including Life & Health, Property & Casualty and Surplus Lines.
- Average first time state exam pass rate of 75%, well above the national average of 61%.
- Proprietary software to link program management with licensing and appointment databases to ensure regulatory compliance.
- Over 3 million contacts, producing over 350,000 insurance product sales, and generating over \$40 million in sales premiums annually.

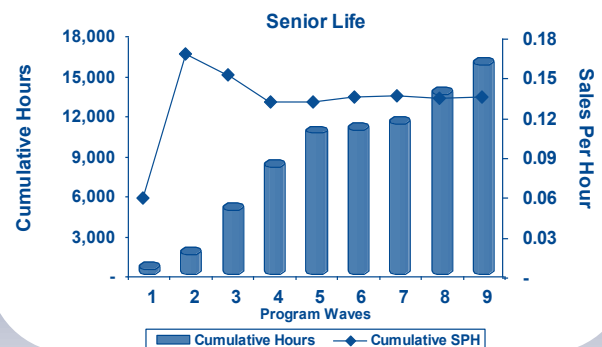
### THE CLIENT'S CHALLENGE

One of the largest insurance companies in the U.S., a brand name in life and health insurance, approached PCCW Teleservices as it sought to revamp its direct marketing efforts. As a full-service, multi-line organization providing insurance and financial services products, the client required a service partner that could handle a diverse array of programs and varying call volumes. Products ranged from senior term life to income protection to policy cross-selling and even affinity marketing programs; volumes increased ten-fold month-to-month based on marketing plans.

### THE PCCW TELESERVICES SOLUTION

What started as a test with PCCW Teleservices handling 10% of their call volume has since grown to an 80% volume allocation due to the strength and quality of PCCW Teleservices's front-end and back-end results. Sales conversion has consistently exceeded client objectives for over three years, even as program hours increased dramatically.

#### Licensed Insurance Sales



The major reason we work with Influential is that you give us the "red carpet" treatment...you have the best group of reps I've ever work with in my [20 years of] experience.



Vice President, Leading Insurance Company

### INSURANCE PROGRAM EXPERTISE

PCCW Teleservices's staff of insurance experts has experience with a wide range of products and offers such as:

- Life – including Juvenile and Senior Term
- Accidental Death & Dismemberment
- Hospital Indemnity Protection
- Supplemental Coverage
- Disaster Mortgage
- Credit
- Agent Appointment Setting
- Expiration Dating

### LEARN MORE

Call us today at 1.800.856.6768 or visit our website at [www.pccwteleservices.com](http://www.pccwteleservices.com) to learn more about how PCCW Teleservices's licensed agents can successfully generate insurance leads and premiums for you.