

Insurance Sales Call Center Announces Lead Generation Breakthrough

With an unprecedented number of consumers using the Web to shop for insurance, Customer Solutions Group has pioneered a method to contact them within minutes of receiving their inquiries.

Denver, CO; April 16, 2009 -- Using its new InsideWebResponse system, Customer Solutions Group is able to contact customers through its InsideSalesLab™ call center consulting office in minutes, often as they are still at their computer. The company can qualify the customer and then transfer them to a sales person to close insurance sales immediately, an advantage over insurance agents who cannot immediately respond to electronic insurance rate and coverage inquiries.

Typically, insurance agents and underwriters purchase insurance leads from a web lead consolidator. They receive electronic notification for each lead they purchase. With 8.5 million consumers identifying themselves as shopping for insurance over the Web in 2007 alone, Customer Solutions Group realized a more efficient solution was needed and pioneered its lead response system. The InsideWebResponse system allows sales agents to receive notifications and call a consumer within minutes of receiving their inquiries.

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The reach rate from our sales leads is excellent. Once the customer is reached by our call center consultants, we can qualify them and transfer valuable prospects to the client's (whether the agency or underwriter) sales team for closure. We are also a licensed insurance agency ourselves and can close the sale if desired. "Previously, this process could have taken hours or days," says Jeffrey Feuer, President of Customer Solutions Group. "In today's business climate, companies can't afford to lose such valuable business due to less competitive methods."

The company's insurance sales outsourcing solution is tailored to clients who need access to licensed property, casualty, or health insurance agents or want leads transferred to their existing insurance agents. The entire process is managed by InsideSalesTrack proprietary sales tracking software, which enables experience management and sales agents to test different messages, scripts, prices, and lists in order to work to optimize customer acquisition. It is this capability that enables the InsideSalesLab to be a place where the company's revolutionary telemarketing

programs are developed.

Customer Solutions Group COO, Andy Carr, added, "The reach rate from our sales leads is excellent. Once the customer is reached by our call center consultants, we can qualify them and transfer valuable prospects to the client's (whether the agency or underwriter) sales team for closure. We are also a licensed insurance agency ourselves and can close the sale if desired."

Whether clients operate their own call centers, or outsource their telemarketing, InsideSalesLab is guaranteed to maximize their inside sales returns through tested strategies.

About Customer Solutions Group

Customer Solutions Group was founded in 1993 by Andrew D. Carr and Jeffrey E. Feuer, both graduates of Harvard Business School. The company has maintained focus on helping clients such as Verizon, Sun America, Blue Cross and Blue Shield, and DirecTV build effective customer acquisition strategies. Through its InsideSalesLab, it has customized, tested, and refined sales generation using its exclusive STEP™ Process for companies that outsource lead generation.