



SPECIAL FEATURE

If You Don't Answer Their Call... Somebody Else Will.

With the ubiquity of technology in business doesn't it make sense to rely on your web presence and apps to find and keep your customers happy? Self-service is what they want, right? Well, not really. What they want is options. In fact, while the majority of Americans go to the web or an app to initiate a purchase, over two-thirds of them still contact customer service by phone.

The primary reason customers report for not wanting to communicate by phone is that it has become increasingly troublesome to get in touch with a real person right away. If faced with enough phone tree options customers can be forced into using self-help tools, but is that what you really want to do? Force them to do something they clearly didn't want to do in the first place? Isn't one of the biggest selling points of an independent agency providing customers with a personal touch and service?

Well of course the answer to that is "Yes" but you just can't be available all the time; not if you want to have a life, that is. But hiring someone to cover the phones when you can't is expensive, especially when there aren't that many calls after-hours and weekends anyway. *Or are there?* You can't just count the number of voicemails you get and assume that accounts for all of the customers that tried to reach your agency. In a previous article, "Voicemail = Death" we shared the fact that 86% of callers hang up when they get a voicemail and a lot of those don't call back again. Well they don't call your agency again anyway, they just call someone else.

Having a trained professional answer your calls at all hours gives the customer what they want. Not having to be on call all the time is what you want. Not paying more than you have to is what your agency needs. Insure Response has two call centers located in the USA with insurance trained staff, many of whom are licensed and can answer your calls with a branded greeting and take care of your customers according to your instructions. Insure Response can capture basic caller information for lead generation and set expectations for the caller of what will happen next. With proper system access they can answer billing questions, post payments, print and send certificates and much more...giving you more time to focus on growing your book.

With special pricing for Big "I" members you get a low monthly minimum of just \$99/month and only pay for the actual time our CSRs spend on the phone with your customers. Insure Response records all calls and provides you with call notes and daily, weekly and monthly service level reports.

For more information, call 866-466-7891 or visit insureresponse.com/IIABA. Of course, as we just learned, you will probably go to the website first and THEN give us a call. Either way, Insure Response can help your agency grow!

