

## Insurance Company Increases New Policies with Channel Incentive Program

One of the largest commercial insurers in the US who specializes in insurance solutions for multiple industries, including construction, education and retail. They had two goals for independent agents (30k representatives) within their distribution channel:

- Increase quotes and policy sales.
- Better educate agents on their products.



INSURANCE

# 19%

Increase in sales of new insurance policies

CONTRACT

# 21%

Increase in policy quotes for participants



## Solution

The company's previous program had proven time-consuming, bogged down by slow fulfillment times and manual processes. They needed a new program capable of running multiple nationwide promotions, automating reward processing and fulfillment, and providing effective program marketing. The insurance company dropped their previous program, and partnered with us to develop a long-term, ongoing channel program for their independent agents.

After exploring options, they decided on a traditional points-based program where agents earned points by completing select liability insurance quotes via the company's online platform, or by collecting online endorsements. Our online rewards catalog offers millions of rewards choices and agents could choose from merchandise, travel rewards, event tickets, charitable donations, and more. With automated fulfillment and dedicated customer support, the insurance company was confident this was a major step up from manually handing out rewards – which it absolutely was. See below.

### Results

## 10.6%

Of eligible participants enrolled in the program

## 21%

Increase in policy quotes for participants

## 19%

Increase in sales of new insurance policies