



ABOUT THE CLIENT

A privately held Fortune 500 health, life, and financial insurance services company based in the Midwest.

CLIENT CHALLENGE

Our client is one of the most recognized providers of Medicare Supplement Insurance (Medigap). They needed to quickly transform their operations so they could improve their revenue by meeting aggressive sales goals through the signing of new Medigap customers. Previously, the client had a vendor who was simply focused on lowering costs and was unable to meet these new sales targets. This time, the client needed a partner to help significantly improve their talent, processes, and technology, and do this quickly so they could take advantage of the next annual enrollment period for Medigap.

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Sutherland's solution combined high-level talent with Sutherland's highly rated customer engagement technology portfolio to exceed the client's aggressive sales target.

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THE SUTHERLAND TRANSFORMATION

Sutherland quickly stood up a support center at our insurance center of excellence in Chesapeake, Virginia. To create a compelling and memorable customer experience, Sutherland recruited the most engaging, motivated, and knowledgeable agents. These agents were highly qualified licensed agents who were given the necessary resources to improve sales. Sutherland then leveraged our existing blended call and customer relationship management technology stack to provide support for inbound inquiries, outbound branded sales, and outbound lead clearinghouse calls. To help create a real partnership, Sutherland worked with the client to create a pricing structure that was outcomes-focused and provided win-win pricing that aligned our incentives with the client's organizational goals.

PARTNERSHIP RESULTS

Sutherland quickly scaled up the partnership to more than 35 licensed agents. These agents exceeded the client's annual sales goal that same year by more than 12%—selling more than \$9 million in new business vs. the client's goal of \$8 million.

+\$2M

In 2016, we exceeded the
client's new goal of \$10M
by 20%, or \$2M.

Acquisition & Enrollment

For more information on how we can help you transform your processes, visit us at www.sutherlandglobal.com, email us at sales@sutherlandglobal.com, or call 1-800-388-4557 ext. 6123.

As a process transformation company, Sutherland rethinks and rebuilds processes for the digital age by combining the speed and insight of design thinking with the scale and accuracy of data analytics. We have been helping customers across industries from financial services to healthcare, achieve greater agility through transformed and automated customer experiences for over 30 years. Headquartered in Rochester, NY., Sutherland employs thousands of professionals spanning 19 countries around the world.