



Lower Customer Acquisition Costs (CAC) and better agent satisfaction

Quantum Assurance builds trust with customers with Hiya Connect

When most people think of lively conversation starters, insurance rarely makes the cut. The topic of insurance is a bit dry and complex and it's not easy for consumers to trust that brokers have their best interests at heart. So when today's tech-savvy and independent consumers do need to choose a policy, they are increasingly likely to take a do-it-yourself approach. In insurance, this means cutting out the agent or broker and purchasing coverage directly from the insurance company.

Insurance companies like Quantum Assurance are following consumers' leads, reinventing the game and creating truly consumer-centric models that break down barriers to communicate directly with their audience.

“**Our mission is to break down some of those barriers that exist within the insurance industry and really just have people walking away feeling protected and good about who they're partnering with.**

Justin Ryan Marks. Co-founder of Quotehound and VP of Marketing at Quantum Assurance

Low Answer Rates and High Spam Scores Negatively Impacted Business

Quantum's 150 sales agents make more than 500,000 calls a month again to reach out to consumers who are interested in receiving quotes for auto, life, and homeowners coverage. Yet, just like every other business out there today they struggled to break through the noise and frustration of robocalls and unsolicited calls to get their calls answered. With the scale of phone calls Quantum makes, the negative impact on their business was massive, both in terms of acquisition costs and agent productivity.

“If they're unable to get through to consumers, they're unable to have as many conversations throughout the business day, and it affects how many people they can serve on a daily, monthly basis.”

In addition, they were often having to make 7 or 8 call attempts before a consumer would answer and their spam score was going up right along with the number of call attempts it was taking to get through.

Leading Conversations with Trust and Purpose

Quantum Assurance implemented Hiya to provide identity on their outbound calls and influence their ability to contact prospective customers who are actively seeking information about insurance options. It took them only 48 hours to get up and running on Hiya.

Quantum Assurance

Headquarters

Fredericksburg, VA

Founded

2019

Public/private

Private

Industry

Insurance

Call Type

Sales

Trust is a core tenet of Quantum Assurance's business offerings and now, with Hiya Connect, they establish brand trust on the first call attempt with their logo and reason for their call prominently displayed. Before, when they even answered, customers were defensive until the sales agent managed to explain who they were and the reason for their call. But now, the customer knows it's a return call they're expecting and they eagerly answer the call, ready to talk business.

"It's like everybody's wearing a nametag when they're meeting, making it much easier to say hello to each other. It cuts through the awkwardness."

Results

These results have translated into a material lift in agent effectiveness as they spend less time explaining who they are and more time discussing options with consumers. It has increased the conversion of opportunities and significantly decreased CAC, savings that Quantum is using to reinvest in the growth of their business.

With Hiya Connect, answer rates improved by 17%. Hiya Connect has had a meaningful impact on conversations and business results even beyond better answer rates. Hiya Connect Insights and Analytics have enabled them to lower business costs in several ways. They now monitor how well the call reason message they are delivering is performing and have been able to finetune that message to increase answer rates.

"It's truly a morale booster for the agents when the consumer knows who you are. Having that logo and using a small snippet of information to let the consumer know who you are and build that rapport before you even speak has been wildly impactful in terms of the morale of our sales agents."

They also correlate the number of call attempts and call duration to sales conversions to optimize both of those metrics. With Hiya Connect, calls last 19% longer and 10% more calls are answered on the first attempt.

Overall, Quantum Assurance achieves better answer rates, fewer call attempts, longer call duration and that all adds up to lower CAC (customer acquisition costs) and improved agent morale.

"These numbers are nothing short of phenomenal. This gives our agents more at-bats to talk to and educate consumers we previously wouldn't have been able to reach."



Learn more about Hiya Connect

Visit hiya.com/Connect or email us today connect@hiya.com

ABOUT HIYA

Hiya is modernizing voice with trust, identity, and intelligence that drive unsurpassed performance of the voice channel. Carriers and enterprises worldwide are transforming voice with Hiya's Voice Performance Platform, achieving full call integrity, superior experience, and higher connection rates that delight customers and deliver new levels of value for the business.