



5 WAYS YOU CAN REACH AND CONVERT MORE POLICYHOLDERS

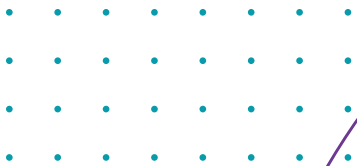


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Introduction

WHO IS THIS FOR?

Health insurance professionals [insurance brokers, agents, sales managers, dialing managers] growing their businesses with lead generation, outbound calling, and omnichannel outreach.

WHAT WILL I LEARN?

- Challenges to growth and profitability amid industry boom
- 5 key strategies and solutions to overcome those challenges so you can reach and convert more leads
- We'll cover:
 - Reaching leads quickly, before the competition and when they're primed to make buy
 - Reducing blocked and flagged calls with robust caller ID reputation management
 - Leveraging optimum answering machine detection speed and accuracy to increase agent/broker conversations
 - Improving insurance agent efficiency with skills based routing and automated omnichannel outreach cadence
 - Accelerating new agent readiness and close ratios with dynamic scripting

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A Boom Industry Delivers New Revenue Opportunities



The health insurance industry in the United States is one of the world's largest and most competitive spaces. It directly employs close to a million of the 3 million people associated with the overall insurance sector, and generates more than \$700 billion every year—and continued growth remains in the forecast.

Thanks to stabilized pricing, enhanced subsidies, and increased choice in the market, participation in the individual health care market is expected to keep growing rapidly. The industry's rapid expansion can also be observed in Medicare coverage: In 2022, more than 29.5 million Americans are expected to be enrolled in a Medicare Advantage plan by year's end, an incredible 9% growth from the prior year. At this rate, Medicare Advantage is on track to reach 69% of the Medicare population by the end of 2030.

If you're in health insurance sales and lead generation, we don't have to tell you twice how big of an opportunity these statistics represent. **The time to scale is now—so what's standing in the way?**

Despite this opportunity however, growth and profitability are no guarantee.

Today's health insurance professionals need smarter strategies and solutions that work together to help reach prospects and convert them into policyholders. Whether you're an insurance broker or an agent, a VP of sales or

a dialing manager overseeing 30+ agents, you know the key to gaining more customers is more conversations.

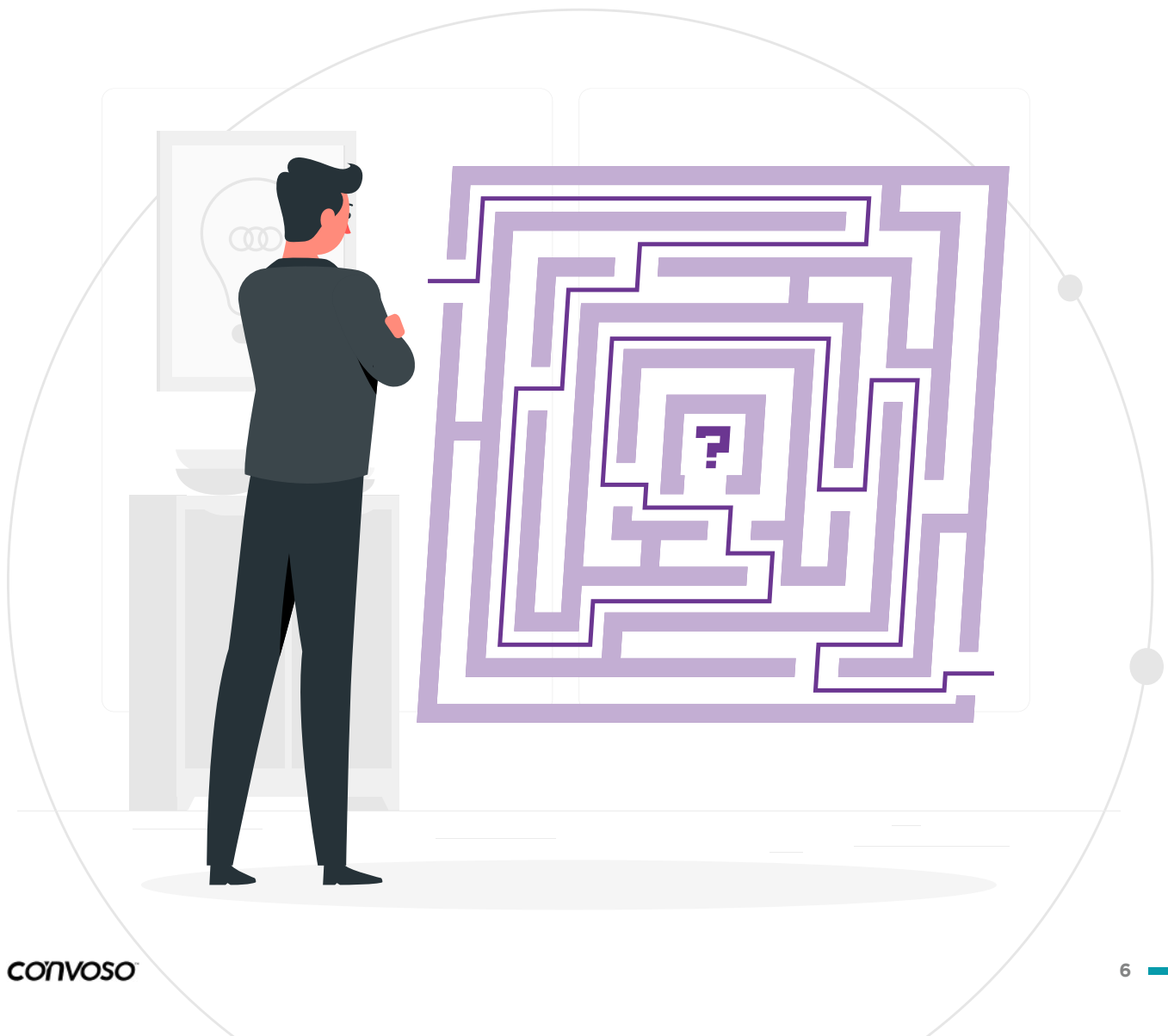
But in order to reach those leads who may want to sign up for a health insurance policy means you've got to successfully navigate the challenges to your connection.



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Challenges to Health Insurance Sales Revenue Generation



1. Reaching your leads: Calls are blocked or labeled as spam

The work of sales managers and their agents is not easy. While pouring resources into generating or purchasing qualified, consent-based health insurance leads, the frustrations mount on every level as outbound calls don't reach their intended prospects.

Prospective customers are using tools to block incoming calls. Meanwhile, consumer complaints from over-dialing practices of many telemarketing companies led the government to grant telco providers unlimited capacity to flag calls as potential spam.

The result of increased call blocking and flagging calls has been plummeting contact rates for sales and lead generation teams in every outbound sales industry.

2. Outbound calls are going to voicemail

More than 50% of calls go to a voicemail or answering machine. That's why answering machine detection is a highly valued capability for today's outbound dialer software. However, inaccurate voicemail detection is a critical problem that still plagues outbound calling in the health insurance space.

3. Insurance agent inefficiency and attrition

There are three key issues impacting agent performance and productivity.

First, **connecting the right agent** – with the most appropriate licenses, geography, and expertise – to a lead. Many call centers still process this manually, which increases manager time and decreases agent efficiency – and that's a blow to your ROI.

The second issue impacts **retention of new talent**: onboarding time. If it takes an agent as long as three to four months to become productive, they aren't making commissions or bringing in revenue and might churn during this phase. If that happens, the training investment costs are lost.

The third issue is about **speed-to-lead**. The very best leads can be lost when your agents don't respond quickly. The competition may reach that lead first, or you could miss the psychological sweet spot of high interest and readiness. Like comedy, timing is everything. Sometimes there's a lack of automation that impedes speed-to-lead, so the issue begins as a dialer problem, rather than a behavioral one.

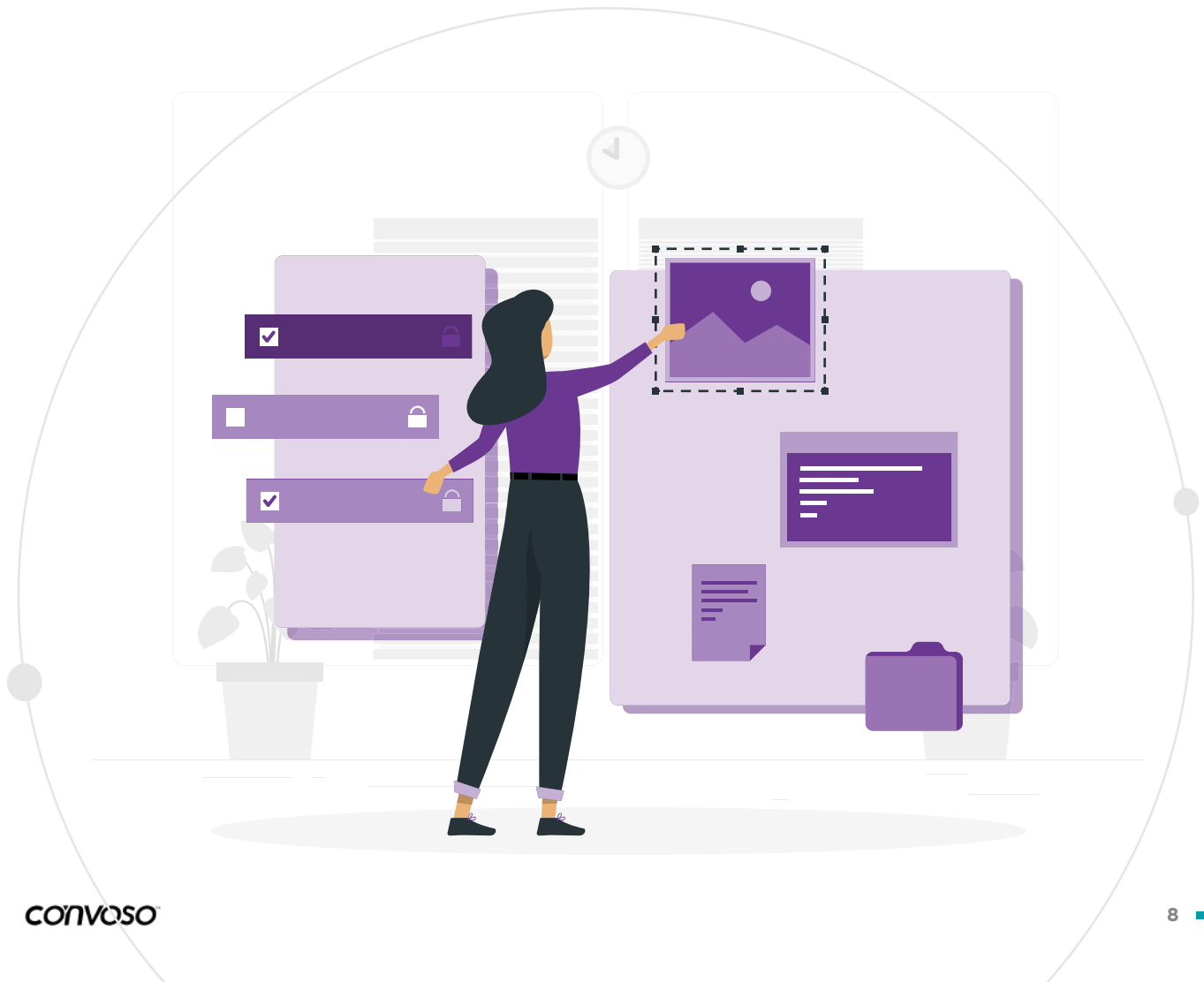
The 1-2-3 challenges can strike out your ROI

All three of these challenges for health insurance sales operations lead to a poor contact rate, which inevitably impacts sales.

Here's how it all adds up: When your agents can't connect with a lead because your DIDs are blocked or flagged as spam, or they're wasting time coding for voicemails, or spending time transferring calls to a more appropriately licensed agent, or missing lead opportunities due to slow reactions - the sum is less talk time with the customers [opportunities] and that equals fewer conversions and lower revenue.

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5 Key Solutions to Reach and Convert More Health Insurance Leads



Now that we've touched on some of the challenges to growth and profitability for your health insurance business, let's get into how you can meet them head on.

The following are the strategies and solutions that we will discuss.

- Reaching leads quickly, before the competition and when they're primed to make buy
- Reducing spam labeling and blocked calls with caller ID reputation management
- Leveraging improved answering machine detection to increase the number of agent conversations
- Improving insurance agent efficiency with skills based routing and automated outreach cadence over multiple channels
- Accelerating new agent readiness and close ratios with dynamic scripting

Looking for more resources to improve your insurance lead generation and sales program?

[Explore More Here](#)

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SOLUTION 1: Reach Customers Faster and First with Speed to Lead



In health insurance, new leads can roll in at high speeds, particularly during the crucial Open Enrollment period. To turn more of those leads into policyholders, you need to act fast, and so does your dialer.

“Speed to lead,” or the time it takes to contact a lead after they’ve opted in, is essential for all outbound sales teams. And in the highly competitive health insurance space, it’s all the more important. When a lead fills out a webform and expresses interest in your policies, it’s time to pounce—while you’re still top-of-mind and while that potential customer is most likely to take action and convert.

That’s why, when a warm lead enters your sales pipeline, your dialer should be sent to the front of the queue, and ensure that they’re contacted. Not in days, not in hours, but in minutes. (Or even just seconds.)

If the lead doesn’t answer, make sure they are incorporated into a dialing workflow that follows up quickly while the lead is still fresh.

Better yet, build a follow up cadence that also incorporates multiple outreach channels such as SMS text messaging and email.

THE NEED FOR SPEED TO LEAD, IN STATS:

The data on the importance of speed to lead doesn’t lie:

Calling a lead in the first minute boosts conversion rates by an incredible 391 percent, according to a Velocify survey.

Yet another study showed that sales teams should stick to a “five minute rule” when it comes to outbound dialing. When calling leads in five minutes or less, teams were 100 times more likely to connect when compared with waiting an hour. Teams were also 21 times more likely to qualify a lead.

However, according to Harvard Business Review researchers, only 37% of businesses responded to leads within an hour. Shockingly, 24% took more than 24 hours and 23% never responded at all.

What Is Speed to Lead? And Why It Matters for Sales and Lead Gen Success.

[Learn more](#)

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SOLUTION 2: Reduce Flagged and Blocked DIDs with Robust Caller ID Reputation Management



Good caller ID reputation management for outbound contact centers today has to be approached from multiple angles.

We have consumers who can block incoming calls with a variety of available robo-scanner apps. And, critically, we have telecom providers that both block calls and label calls as spam—even if the prospect has shared some form of consent.

Here are some of the best practices and strategies that support better compliance and management of DID reputation.

GET VISIBILITY ON THE HEALTH OF YOUR CALLER IDS

Part of nurturing a healthy caller ID reputation is to use clean DIDs. But how do you know which caller IDs are causing you problems? Is it the whole list? For any company depending on outbound dialing success to create revenue,

By the time we'd see certain numbers were flagged as spam and tried to rotate them out, we'd already taken a hit to our connectivity. This meant we had to use a lot more data to connect our agents.

Now we're seeing a 4X improvement in contact rate after getting visibility into which numbers are being flagged or blocked.

— DAVID ZAMANI, GET HEALTH-E,
180+ AGENT CALL CENTER

Part of nurturing a healthy caller ID reputation is to use clean DIDs. But how do you know which caller IDs are causing you problems? Is it the whole list? For any company depending on outbound dialing success to create revenue, insight into the performance of caller IDs is essential. How else do you make strategic decisions about where agents should be spending their time? Since payroll is one of your biggest costs, you want to make the most of every possible lead dialed.

While there are a variety of solutions in the marketplace, Convoso offers an advanced DID monitoring capability called ClearCallerID™, available within its dialer platform. This is proving to be one of the most powerful tools for caller ID reputation management. The feature shows managers numbers that have been flagged or blocked by the major carriers and if any consumer complaints have been filed with the FTC. These problematic DIDs can be quickly swapped out with new numbers, before KPIs are impacted.

Convoso [ClearCallerID Reputation Management](#) is the only solution that accurately predicts the impact flagged and blocked calls are having on KPIs by using advanced predictive analytics.

This tool allows health insurance sales companies to operate much more efficiently by driving down lead costs while increasing opportunities to generate more policyholders.

INCREASED SAVINGS ON DATA

When you increase your contact rates by rotating your DIDs, you're able to buy fewer leads and make fewer calls to achieve your goals, because you're reaching more prospects

LOCAL CALLER IDS

People are more likely to pick up the phone when they recognize a local number from their area code. You can call from anywhere and still appear local. This is also another tip to reduce consumer blocked calls.

SPREAD CALL VOLUME ACROSS AREA CODES

Help limit the risk of being flagged and blocked by spreading your call volume across enough phone numbers.

REGISTER YOUR DIDS WITH CALLER ID REPUTATION REGISTRIES

Convoso registers numbers for you with ClearCallerID, an excellent tool for removing spam flags. You can register numbers yourself by reaching out to telecom providers who, in turn, leverage independent third parties to maintain a verified database of all business DIDs. This exercise fosters trust and credibility when your agents are reaching out to leads.

BE RESPONSIBLE (AND SMART) ABOUT DIAL FREQUENCY

Calling a customer 5-10 times a day will do you more harm than good. Moreover, it impacts the entire call center industry. Sometimes the best way to avoid the "spam likely" flag is not to spam the consumer! A smarter dialing strategy is to set up automated lead management workflows, preferably with multi-channel outreach capabilities, to stagger the call cadence and automatically determine when a lead should rest, and when another call attempt should be made.

USE VERIFIED CALLS BY GOOGLE

This tool improves trust and potential answer rates by identifying your company name, logo, and reason for calling on the screens of Android users. Convoso customers have this capability available to them.

With a robust caller ID reputation management strategy at work, you'll see improvements on key revenue-driving metrics, including:

- Boost in contact rates
- Increase in talk time
- Higher agent morale due to more opportunities to close and earn commissions

REAL NUMBERS. REAL IMPACT.

One Health Direct places thousands of calls per day with over 300 agents, *After they switched to Convoso*, they grew their sales 30%, saved on DID purchases by 85% and doubled agent commissions by managing caller ID reputation and employing other advanced solutions such as local caller IDs and more accurate AMD.

When Get Health-e made the switch to Convoso they saw connection rate increase by 400% while dialing about a third less data.

Once Top Healthcare Options started using Convoso solution, they grew their agent count by 1000% using multiple solutions, including caller ID management.



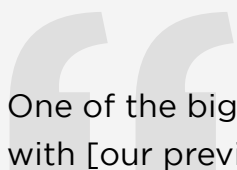
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SOLUTION 3: Increase Agent Talk Time with Accurate Answering Machine Detection



GAPS IN THE CURRENT TECHNOLOGY

Most dialer solutions today have **answering machine detection [AMD]**. So, why is voicemail still such a big issue for outbound calling campaigns?



One of the big issues that we had with [our previous dialers] was the answering machine detection. It was very inaccurate. Our agents were spending about 70% of their day coding for answering machines. So it was very, very unproductive.

**- JESSE DANIELS, VP OF SALES,
ONE HEALTH DIRECT, 300+ AGENT
CALL CENTER**

For the most part, it's about accuracy. Many contact center software solutions on the market, they're just not solving the technically detailed problem adequately - or Jesse Daniels would not have complained that his company's two previous dialers before Convoso left him with over 300 agents making hundreds of thousands of calls a day but having 70% of their time eaten up, not selling, but encountering voicemails and then coding the call appropriately.

You can almost hear the payroll cash burning. Huge costs, huge loss, huge waste. And the hit to morale was devastating.

Here's what many outbound health insurance sales companies run into when it comes to AMD:

- Unreliable accuracy of AMD directly impacts agent productivity.
- AMD is a double-edged sword that can also make you lose many live leads if there are false positives or false negatives.
- Federal Trade Commission (FTC) regulations require companies to keep their abandonment rates below 3% to be compliant. Depending on the maturity of the AMD feature, it can get tricky for contact centers to adhere to this kind of bureaucratic requirement.

USE AMD TECHNOLOGY WITH ACCURACY AND SPEED TO BOOST CONTACT RATES WITH HEALTH INSURANCE PROSPECTS

Whether you are currently using AMD for outbound calling or not, the key to regaining agent efficiency and driving more revenue is finding a dialer with AMD technology that provides both accuracy and speed.

Voicemail detection tools filter out calls routed to an answering machine by picking up on the most common cues found in voicemail recordings. Additionally, quality AMD tech should be able to classify other types of call responses that could detract from an efficient use of agent time, including faxes, SIT tones or disconnections, carrier recordings, and, of course, live customers.

But the first question to consider about the effectiveness of AMD is its speed to detect and classify these calls.

Why AMD speed matters

The best answering machine detection solutions can be customized to detect the presence of a voicemail message, or classify the call and take action, down to the millisecond. That quick determination means better efficiency for your leads and your agents.

Every second—or even millisecond—saved for your health insurance agents adds up to cumulative savings and increased productivity for your team.

How accurate is voicemail detection?

The second question to consider about the effectiveness of AMD is the accuracy of that detection.

Answering machine detection accuracy rates vary across the market, and the truth is that there is no AMD technology that will be able to deliver 100% accurate voicemail detection. Even the very best AMD tools will lead to false positives and false negatives, which can cause you to lose efficiency.

What is a “false negative” for answering machine detection?

A false negative occurs when the system detects a human on the line that is actually a voicemail. False negatives drive up wasted agent time as they’re forced to code for an answering machine before moving to their next call. What’s more, repeated false negatives can be a huge drag on agent morale and productivity.

What is a “false positive” for answering machine detection?

On the other hand, false positives occur when the AMD system determines that there’s a voicemail on the line and disconnects when it’s actually a human that has answered, and that potentially results in a lost lead.

STRATEGIES FOR DIALING CAMPAIGNS NEED ADJUSTABLE AMD

Outbound health insurance campaigns may want to prioritize either false negatives or false positives based on the lead type. The ability to customize this feature on a sliding scale can be critical for the success of dialing campaigns.

For high-intent or expensive health insurance leads, it may be worth allowing more false negatives to occur so agents miss fewer chances to speak to live prospects – the strategy here is to minimize the risk of losing expensive valuable data.

Alternatively, it may be worth prioritizing false positives for lower-value leads. Regardless, a great answering machine detection solution will help you minimize both, even if you want to prioritize one over the other.

Vendors often publish their AMD accuracy rates. A good accuracy range is 90% and above. Convoso's AMD has been reported up to 97% accuracy rate.

Improving agent morale and efficiency with better AMD

When accurate answering machine detection is in place, your agents are spending a majority of their time talking to prospects instead of listening to voicemails.

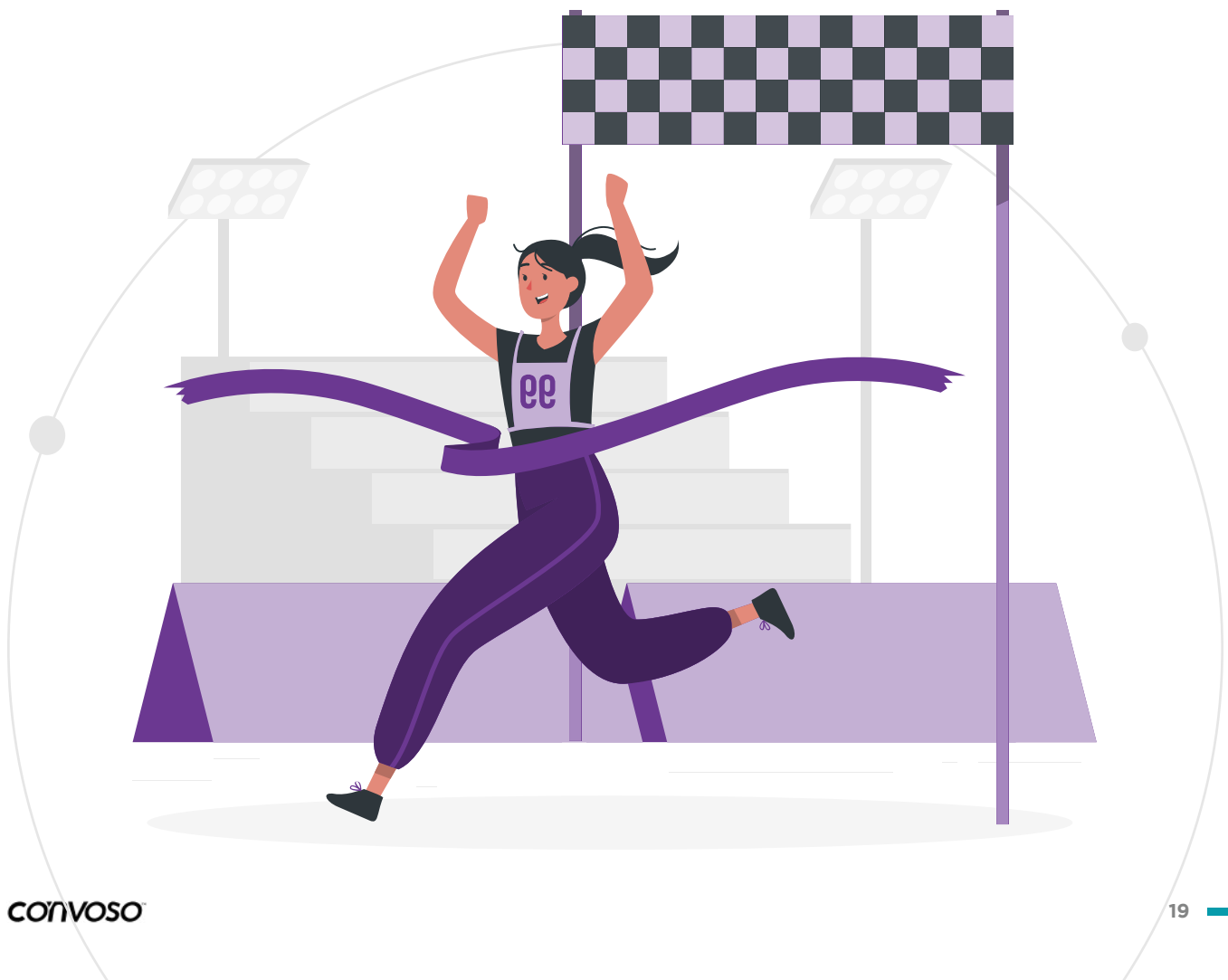
The more opportunities they have to engage in conversations, the better their chances of converting and earning commissions.



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SOLUTION 4: Improving Agent Efficiency with Skills-Based Routing and Automated Omnichannel Outreach Cadence



To build an insurance sales operation that meets today's hyper-competitive environment, you need to use tools that help you leverage the actionable insights generated during your lead acquisition. The automated solutions of [skills-based routing](#) and omnichannel outreach streamline workflows and drive efficiencies for calling campaigns and agents.

Improve efficiency with smart, skills-based routing

Because health insurance and Medicare agents are licensed by state for both inbound and outbound calls, sometimes call transfers are unavoidable so the prospect can be transferred to the right agent. However, it's essential that customers never get lost in the shuffle, which can result in frustration and loss of interest.

Eliminate unnecessary friction within your lead-to-policyholder pipeline by deploying smart, skills-based routing within your outbound calling process. State-based routing, a specific application of skills-based routing, streamlines efficiency and improves customer experience by automatically delivering prospects to the agents licensed to sell insurance in their state.

Further, when paired with dynamic scripting (see below), the right script to meet compliance regulations for that state can appear on the agent's screen.

Using state-based routing can create a direct impact on many call center metrics such as:

- Reducing wait times for the leads
- Increasing agent efficiency by connecting them to relevant people
- Improving agent morale
- Providing agents and dialing managers better opportunities to close more deals

But the benefits of smart routing go beyond supporting compliance. Routing parameters can also be customized according to the various strengths of different sales team members. With the power to give the warmest leads to your hottest agents, your team can build and maintain sales momentum.

"You have to leverage these data points [to be successful]," says Nima Hakimi, CEO of Convoso. "Don't just go right into the conversation. Figure out which of the agents do better with it, for example, if the [lead's] credit score is higher or lower."

Improve outreach with an automated omnichannel cadence

If you're dialing through a large list of data, and you're calling one by one, some of those calls may be made outside of the ideal time to reach those leads. Successful dialing strategies consider the best time to call customers. With a robust auto dialer solution, you'll move through these lists at the best time of day, and only deliver to your agents those calls that connect.

In addition to best calling times, your insurance sales outreach should incorporate an omnichannel approach, which helps bring business to you more efficiently. With [SMS](#), [email](#), and [smart voicemail drops](#) working in the background to connect with prospects, your agents can focus on the folks who answer the phone.

Outreach to leads over multiple channels allows you to develop an automated cadence and increase the likelihood of connection, while reducing impact on your caller ID reputation.

With streamlined processes and improved efficiencies, you can not only drive growth but support a more successful and satisfying experience for your agents.

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SOLUTION 5: Dynamic Scripting for Faster Readiness and Higher Close Rates



New agents are usually not closing from day one and need a considerable amount of support to ramp up. It can typically take three to six months for a health insurance agent to be fully productive. During this period, you're investing time and money to train the employee. The last thing you want is for that person to check out because onboarding took too long.

To speed up the process, health insurance outbound sales companies should be using a good dynamic scripting capability within their dialer platform.

With **dynamic scripting**, your agents work from customized scripts when talking to prospective policyholders. The on-screen scripts are personalized with the lead's information from your CRM and adjust in real time in response to the progress and flow of the conversation.

The result of dynamic scripting is that your agents always know the right thing to say at the right time. This benefit has an immediate impact on agent readiness and productivity, which inevitably reduces training costs. Not only that, this feature increase closing rates by keeping your agents on track with proven sales strategies.

Learn best practices for crafting the perfect script to convert policyholders

[Learn More](#)

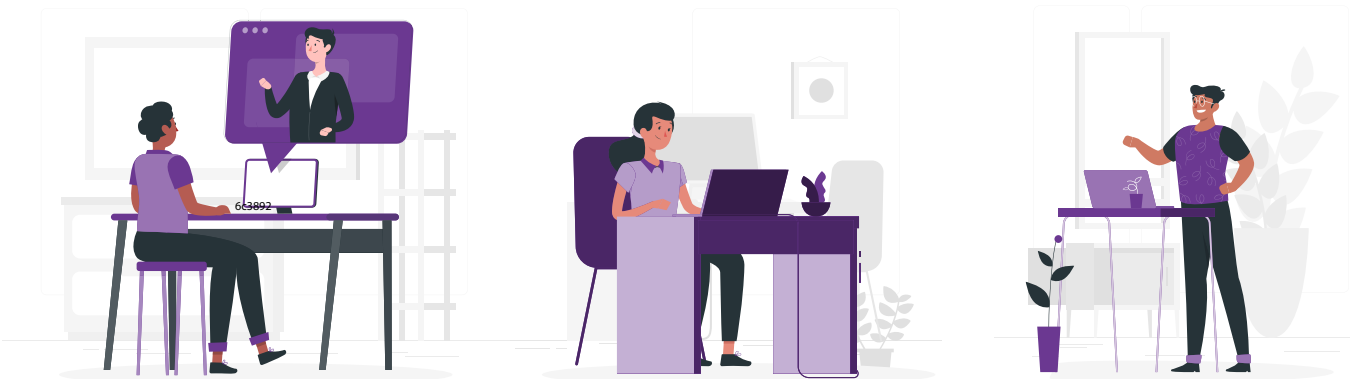


Conclusion

The exploding health insurance market holds promise for business growth, but not without solving the inherent challenges to reaching prospects. We hope these solutions help you to reach and convert more policyholders.

Running a successful team of outbound health insurance agents and brokers requires a blend of the right technologies (including performance insights from **real time analytics**, which we haven't discussed here), smart outreach strategies, and dedicated support to help optimize your system and to guide you on efficiencies for leads, managers, and agents.

At Convoso, that's what we do and why our customers are amazed by the improvements to their operations and revenue after switching to our platform. Find out the difference that our cloud-based omnichannel contact center software can make for your health insurance company. [Request a demo.](#)



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Get dramatic results for your call center

ABOUT CONVOSO

Convoso is the industry leader of cloud-based contact center software for sales and lead generation teams. Customers using our omnichannel solution report dramatic increases in contact rates of 30% and more, giving them higher conversions and significantly improved ROI.

The Convoso system works best with 20 or more seats, and scales efficiently to over 1000 seats to meet enterprise level requirements.

See for yourself with a live demo how Convoso can help to boost the productivity of your virtual contact center

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