



# Aflac Insurance Co.

*Revolutionary Insurance Communication*



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Abby Phone



Abby Web

## **FOR IMMEDIATE RELEASE**

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## **How ABBY Schedules Insurance Appointments.**

**The Company:** AFLAC is a premier supplier of health insurance to corporations in the United States. Mark Fansler is the Director of the Mid-Atlantic Region for AFLAC – and a true Champion of the ABBY project. The project also involved Ed Sotak and George Kearns – independent consultants for the insurance industry. Ed and George were responsible for preparing the requirements documents, needs assessment, expectations, and project success criteria. AFLAC is leading the way in innovative (cutting edge) ways to provide customer care and sales solutions to its customers and prospects.

**The Challenge:** Thousands of Internet leads come into AFLAC every month. These leads are constantly being contacted by insurance representatives - however, a large percentage of buyers purchase within 60 to 90 days of year end. As Mark said, "It's very expensive, time consuming and almost impossible to track and to consistently follow-up prospects in that short of a window. This is where ABBY's scalability can help."

**The Solution:** AFLAC knew that if it could make the appointment – get around the 'gate-keeper' – they would be successful in landing the sale 2/3 of the time. In order to continue get the appointment – ABBY put in place a process that included: (a) making a pre-appointment call the evening before – leaving it on an answering machine – to prepare for the next day's call, (b) calling the following day – when she said that she would – and offering a free gift to the employees for the appointment. ABBY interacted with the decision-maker - to agree on an appointment time that was accommodative to everyone. ABBY talked to the prospect and made it easy for the prospect to even dial in – and leave their information – if they had missed her call.

**The Results:** According to Mark, "ABBY has done everything we've asked. ABBY booked over 160 appointments from calling 100,000 small businesses. Before ABBY, we considered adding more temporary employees, but ABBY gives us the consistency and flexibility we need without the expense of additional resources." With

the average small business health insurance premium being at least \$12,000 per year – and a closing ratio of 65%. A \$20,000 investment closed over \$1,250,000 in revenues and generated over \$250,000 in commissions – and ROI of over 1,000%

**About GetABBY:** GetABBY is a leading provider of artificially intelligent, natural language, enhanced Interactive Voice Response (e-iVR) solutions. GetABBY enables organizations of all sizes to quickly deploy powerful telephony applications. More than 1,000 customers turn to ABBY's patented suite of applications to enhance customer service and marketing using intelligent speech recognition that can automate most phone (and web) based interactions. With an innovative Internet-based solution (that requires no investment in hardware, software, or human resources) GetABBY balances the need for high quality communications with affordable pay-as-you-go pricing.

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