

Winning New Customers With Inbound Calls In The Wake Of Healthcare Reform

HealthMarkets Increases Agent-Appointments Ten Fold with Invoca's Call Marketing Platform



THE CHALLENGE

- Capture influx of new customers due to U.S. healthcare reform
- Launch highly scalable marketing campaigns to drive more inbound calls
- Track multi-channel marketing performance

THE SOLUTION

- Launch call-based marketing programs with new channels and partners
- Track the marketing campaigns and customer behaviors that lead to inbound calls
- Use call analytics to calculate true ROI by connecting the dots between marketing campaigns, calls, appointments, and enrollments

THE RESULTS

- 20-25% conversion rates on inbound calls
- 10X increase in daily appointments set
- Exceeded sales projection by 20%
- Decreased cost per lead by 50%



“Buying health insurance is a complicated journey. Customers need human help, and the phone is a critical element. Invoca’s inbound call marketing platform has been integral in helping us launch new marketing programs and preparing for the influx of new customers due to healthcare reform.”

Mike Stahl, SVP Direct to Consumer

WHAT IS HEALTHMARKETS?

HealthMarkets is one of the largest national health insurance agencies, licensed in all 50 states. Their job is to help families and individuals find the best healthcare provider and plan for their needs. HealthMarkets guides consumers through the maze of options with personalized service in-person, over the phone, or online.

THE CHALLENGE

A BIG OPPORTUNITY

The Affordable Care Act mandates all U.S. citizens have health insurance. This means thousands of consumers are faced with shopping for health insurance for the first time, and many current customers are likely to be looking for new plans. Armed with new options, consumers have more power than ever, and the industry will have to be increasingly customer-centered to keep pace with the competition.

In 2013 HealthMarkets launched its consumer brand to bring superior service to the influx of potential customers. Knowing this was their chance to capture fresh buyers, they tapped into new offline, online and mobile marketing channels.

But launching untested programs came with two big challenges.

90% OF HEALTHCARE TRANSACTIONS ARE COMPLETED OFFLINE

First, HealthMarkets had to scale their ability to drive and receive inbound phone traffic. When it comes to purchasing healthcare, customers usually need to make a phone call somewhere down the line. Mike Stahl, Senior Vice President, Direct to Consumer at HealthMarkets, estimates over 90% of transactions are completed offline.

HealthMarkets' second challenge was measuring performance across all marketing activities. When it comes to clicks and web forms, attributing the lead source is a cinch. Phone calls, however, can be a total blind spot.

THE SOLUTION

INTEGRATING CALLS INTO ALL MARKETING

HealthMarkets turned to Invoca to lay the foundation for driving calls from their multi-channel marketing efforts. With Invoca's self-serve platform it takes minutes to generate unique 800 phone numbers for all print, radio, and online search ads.

HealthMarkets' website and landing pages are also automatically populated with unique 800 numbers thanks to Invoca's RingPool® technology. This technology captures the user-session information so if they call, their online activity is tied to that call.



No matter how or where a consumer interacts with the company, they are given the option to connect one-on-one with a professional. It's a quality customer experience, and HealthMarkets benefits from knowing exactly what campaigns and messages are prompting valuable calls.

MEASURING MARKETING PERFORMANCE WITH CALL ANALYTICS

Every time the phone rings, HealthMarkets knows exactly what led the consumer to call. Invoca analytics tie calls to:

- Online, mobile, or offline channels
- Marketing partner or affiliate campaigns
- Landing page
- Specific paid search campaign
- Paid search keyword

TRACKING WHAT HAPPENS ON A CALL TO MEASURE TRUE ROI

The data doesn't end there. Understanding the marketing activities that drive calls is the first half. Tracking the end result of the call is the second half -- and the only way to measure ROI.

By sending call data to their CRM, Microsoft Dynamics, HealthMarkets follows the call throughout the entire customer journey. Are callers setting appointments with agents? Are they enrolling in a healthcare plan? Are they simply doing research?

With the answers to these questions, HealthMarkets can assess their marketing programs by the quality of leads they refer. They have the big-picture context to make smarter marketing decisions.

THE RESULT

HARNESSING THE CONVERTING POWER OF INBOUND CALLS

HealthMarkets unlocked the power of inbound calls to gain greater marketing insights and significantly increase sales. With inbound calls converting at rates of 20% to 25%, compared to online lead forms which average 10% conversion rates, making inbound calls a priority was an obvious move.

With Invoca's tools to track and optimize inbound calls, HealthMarkets successfully broadened their marketing reach with new channels and partners. It took only two months to increase the number of appointments they set for health insurance agents by ten fold.

THE DATA TO DO MORE

With inbound calls accounting for over 30% of paid search leads and 100% of offline channel leads, Stahl points out that without call analytics, they would be making horrendously poor decisions.



With inbound call insights they can easily create benchmarks for performance, spot trends or abnormalities, and make adjustments.

Empowered to make data-backed optimizations, Stahl and his team surpassed their sales projections by 20% for the Medicare enrollment season. They were also able to drive down cost per lead by 50%.

The team at HealthMarkets is excited to continue the upward trend and use Invoca's inbound call marketing platform to give them an edge over the competition.

If you want to learn how to integrate call marketing with your marketing programs call **855-573-3825** or **request a demo here**.

To learn more about HealthMarkets, visit www.healthmarkets.com.