



# Bankers Life and Casualty **Increases** Market Opportunity by 60%



## CHALLENGES

- Losing prospects to Do Not Call laws and over suppression
- Sales model relies heavily on call centers amidst mounting Do Not Call laws
- Could not enforce absolute compliance and lacked a solution to track and audit process
- Sales productivity was hindered by compliance requirements

## SOLUTION

- Gryphon's Call Advisor and Exemption Management Services

## RESULTS

- 60% increase in prospect pool by leveraging legal exemptions
- 10% increase in sales productivity
- 100% compliant 100% of the time
- Centralized call activity reporting and compliance data across all remote sales offices

With its prospect base shrinking, 4,100 agents turn to Gryphon Networks for a solution to stay compliant and capture, apply and track Established Business Relationships (EBRs) for increased sales and profits.

### The Challenge

Established in 1879, Bankers Life and Casualty Company (Bankers) is today one of the largest and most respected insurance companies in the United States focused exclusively on the needs of senior Americans.

Bankers sends out millions of pieces of direct mail each year and receives hundreds of thousands of responses from senior-market consumers. But the vast majority of Bankers' target market does not respond to direct mail, so the company's outbound calling efforts—most of which originate with agents—are critical to the company's continued success.

The effort to identify and evaluate potential Do Not Call (DNC) solutions focused on two strategic goals. First, the solution had to preserve the company's ability to communicate directly with prospects over the telephone by addressing all the DNC variations from all the different jurisdictions. Second, the solution had to allow the company to get up and running quickly.

### The Solution

After evaluating a few solutions, Bankers selected Gryphon Networks' Call Advisor compliance service. Gryphon provided 100% warranted compliance services in addition to providing an on-demand, simple to integrate solution. Bankers could deploy the service across multiple sites with hundreds of agents, gain visibility and control quickly over their

calling activities with a centralized, dashboard application.

Early on Bankers sales management realized the value of the agent call activity reporting provided by Call Advisor via a dashboard view. Call Advisor gives management unprecedented visibility and access to track, by agent; number of calls made, talk time, disposition of the call, adds to the internal DNC list, and numbers blocked.

Call Advisor turned Bankers distributed sales force into a productive and 100% compliant centralized national call center.

### Bring Back 60% of the Market

Bankers next wanted to move past compliance and automate the capture, application and tracking of Established Business Relationships (EBRs). EBRs are legal exemptions unique to each company, that permit contact with someone on the DNC list due to a prior inquiry or transaction from that contact. There are two types of EBRs: Express Consent and EBR-Transaction (18 month duration), and EBR-Inquiry (6 months duration).

Bankers selected Gryphon's Exemption Management Service which accepts automated feeds from six different Bankers locations and six different databases. These feeds allow Gryphon to capture, audit, and apply exemptions to the data to expand Bankers' available prospect pool.

### The Results

Gryphon's ability to centrally manage and control phone compliance and EBRs to direct marketing activities has provided Bankers with a unique competitive advantage that brought back 60% of the market previously designated as Do No Call.

By centralizing compliance data across multiple sales offices, Gryphon has allowed Bankers to

gain visibility into agent level activity resulting in improved sales productivity. Easy to use reporting and a dashboard help manage the actions and activity of a highly dispersed sales environment.

As an added benefit, Gryphon enabled Bankers to create and reinforce a culture of accountability within the sales organization and throughout the company.

### **About Gryphon Networks**

Gryphon Networks is the worldwide leader in On-Demand Contact Governance solutions. Established in 1995, the company is headquartered in Norwood, MA and has offices internationally. More information about the company and its on-demand applications is available at [www.gryphonnetworks.com](http://www.gryphonnetworks.com).

#### **Gryphon Networks**

Worldwide Headquarters  
249 Vanderbilt Avenue  
Norwood, MA 02062

**T:** 866.366.6822

**F:** 781.255.7209

[sales@gryphonnetworks.com](mailto:sales@gryphonnetworks.com)  
[www.gryphonnetworks.com](http://www.gryphonnetworks.com)

#### **OFFICES:**

CHICAGO

NEW YORK

SAN FRANCISCO

LONDON

