

Connecting people  to businesses

RAINBOW CONNECTED



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INDEX

1. **Connected - How the concept was born**
2. **What We Do**
3. **The Process**
4. **Conversions Out Of 100 Customers**
5. **Rainbow Tech - What we do and how we do it**
6. **Case Study 1 - Aggregator TopX Campaign TopX Taxi**
7. **Case Study 2 - Lead Efficiency Campaign SEO / PPC Classic Car**
8. **Case Study 3 - Lead Efficiency Campaign SEO / PPC Motor Trade**
9. **Case Study 4 - Aggregator TopX Campaign TopX Van**
10. **Compliance and GDPR**
11. **How we work with you**
12. **Rainbow Connected - The No1 Contact Centre In The UK**
13. **Testimonials - Our Clients And Their Testimonials**
14. **Frequently Asked Questions**

“ CONNECTED ”

HOW THE CONCEPT WAS BORN



In the words of our Director, Andy Dean

Rainbow Connected's concept was born in October 2010 after being approached by an insurance broker to generate live 'Google' leads to be contacted by their in-house call centre.

To enable the client to gauge the quality of the applicants a 'free test' of 10 leads was agreed. Seventy two hours later our team called the client to find out the test results. From the 10 test leads generated the client's response had been "Sorry we couldn't get hold of them, NOT for us".

Stunned and bemused we had a member of our own staff call the leads there and then, the results were the beginning of the company. Contacting seven of the leads immediately, with five of them wanting a quote there and then!

We knew at that point that we could deliver "hot key calls" to our clients as one of our services.

On that day the seed for our Contact Centre started to grow! We now deliver multiple products and services, with dedicated teams in place managing individual Insurer's needs.

Connected has an experienced management team in place, with expertise in Advertising, Digital Media and Call Centre Services. Our large IT team work on both our internal systems as well as our web activity meaning we are at the forefront of our digital age.

One of our key factors is that we provide excellent management Information to all our clients that are above and beyond the norm. Today Connected generate thousands of calls a day for our ever growing contact centre, and the growth continues.

WHAT WE DO, SIMPLY...

Rainbow Connected is the No 1 lead management and contact centre for the insurance sector. Our contact centre offers unrivalled results in speed and success of connecting insurers with clients. With many insurers purchasing data from the same source, it is imperative to reach the applicant before the competition.

WE CONTACT

Previously insurers would manage the whole process, trying to contact, quote and retain their customers. With so many procedures in place meant they were slower to contact their data.

Rainbow has revolutionised this process and offered an unrivalled service to the insurer.

What we do is simple, with our sole focus on the 'contact' of the data. Our bespoke C2C system and professionally trained team of agents has established us as No 1 at what we do and no one does it better.

FOCUS ON SALES

With Rainbow managing the 'contact' of the data, this means the insurer is free to do what it does best 'quote' the customer. Rainbow will manage all aspects of the data process, whether it is a live data feed, the insurer's quoted diary, or the client historical and renewal database.

With Rainbow acting as their contact centre means the insurer is solely able to focus on quoting for new business and in turn converting more 'live hot key transfers' into sales.

Many of Rainbow's clients have initially started with a trial campaign, targeting one product type. With our agents taking over the 'contacting' of the data on behalf of the client.

We have found that this approach gives our clients a chance to measure the success and analyse conversions. This we have found is the beginning of the journey for them, instantly benefiting for an uplift in the number of customers they talk to and sale conversions. So what started as one campaign, quickly grows to us managing all of their data.

"An instant win for the insurer"

Simple

"It costs nothing to speak to us, call us now and see how we can help convert your data"

0845 86 86 507

1

CALL PURCHASE

Live leads, filtered to your specification as a hot key transfer. We offer a tailored service, connecting your agents to pre-qualified customers to run through an immediate quote.

2

LEAD EFFICIENCY & PPC CAMPAIGNS

Our contact centre offers unrivalled results in speed and success rates in managing your lead efficiency campaigns. Calling your clients within seconds of application and providing you a hot key transfer to quote immediately.

3

AGGREGATOR SOLUTIONS

Giving insurers a second bite of the cherry, adding this personal touch of our contact centre to re-engage with applicants that didn't click through to take the quote to enable insurers to offer further discounts to seal the deal.

4

QUOTED DIARY/HISTORIC/RENEWAL DATABASE MANAGEMENT

Our experienced and professional contact centre work alongside the insurer, managing agent's quoted diaries, re-engaging with applicants and transferring back to the agent to close the sale. Managing insurer's historic and renewal databases, reconnecting you with your existing clients.

5

CALL EXCHANGE

Every insurer is faced with customers that they are simply unable to quote, our Call Exchange product allows your agents to send us customers, via a live call directly into our contact centre. Our agents will then enter the details into our bespoke system and match to a client that can quote and remonetise for the insurer.



CONTACT US NOW
0845 86 86 507

CONVERSIONS

OUT OF 100 CUSTOMERS

16%



Most of our clients speak to **16%** of customers

64%



On average Connected speaks to **64%** of customers

**4X
INCREASE**

**RAINBOWS CONVERSION
ON LIVE TAXI TOPX DATA**

64%

82%

ON LIVE WEB DATA

16%

ON LAST YEARS
HISTORIC DATA

53%

ON THIRD PARTY
MULTI SOLD DATA



RAINBOW TECH, WHAT WE DO AND HOW WE DO IT

Since early 2012, Rainbow Connected has been lucky enough to have invested heavily in its tech infrastructure and here is what we do best.

OUR CRM TECHNOLOGY

In 2012 Rainbow Connected decided not to buy an off the shelf call centre system but design its own. We called it Click 2 Call (C2C).

Six years on and we now have a full reporting direct dialing CRM system. Designed and maintained by our 12 developers based in Sofia, Bulgaria. If we need a new element added then a spec can be written, designed and implemented in a matter of days.

Our team are forever rewriting elements to make sure the program runs faster than anyone's in the market. Ensuring our tech is at the best it can be so our Agents are dialing and speaking to customers before any of the competition.

2019 will see us adding Computer Learning and Artificial Intelligence to help us gain an advantage on others in the industry.

WEBSITES & APPS

As a group we have been building websites since 1996. We currently have hundreds of websites generating leads for our clients. The list of websites range from Car insurance, HGV insurance, Motor Trade insurance and many more.

We employ a full time SEO expert as well as access to a team of over 15 Developers who work in the Group based in Sofia, Bulgaria.

With over 120 Apps on the GooglePlay or Apple App Store, the majority of these are for insurance and financial products that generate the group 1,000's of leads per month.

With IOS and Android developers in our team, changes and upgrades can be made easily. We pride ourselves as always being at the top of our game. Creating and keeping up with the new technologies that go with building apps.

SECURITY

All Rainbow's database servers are located in our server farm within our own network and data centre. Protected by our own firewall on our dedicated leased line internet connection.

Rainbow utilises server virtualisation to maximise resources and minimise downtime. Our data centre is fully air conditioned with redundant power supply to protect from power outages and surges. All servers and equipment are regularly patched and updated to maximize security. Back ups are taken every night to our own backup vault and replicated to our Bulgaria office.

All data is transmitted over secure, encrypted channels. Facilities are managed by Rainbow's internal IT support team. By using our own facilities and support staff, we can vet all staff coming into contact with the data. As an additional security measure the use of hand-held devices within the call centre are controlled and our wireless network is protected by WPA2 encryption and the pass phrase regularly changed to minimise the risk of unauthorised access.

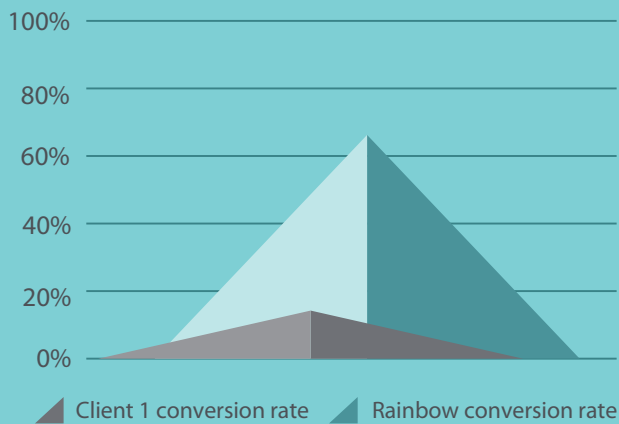
ARTIFICIAL INTELLIGENCE

With computer science and artificial intelligence playing a big part in the insurance industry and certainly instech. Rainbow has invested heavily in specific developers to make our system work intelligently.

Our specially built program will be able to analyse data, giving us a better insight of when leads are best to be called and even validate customer details.

This technology is definitely disruptive and will have a huge impact on how we manage our data. Our developers hope to be beta testing this in the second quarter of 2018 to be fully functioning by early 2019 giving Rainbow a massive advantage over our competitors.

CONNECTED CASE STUDIES

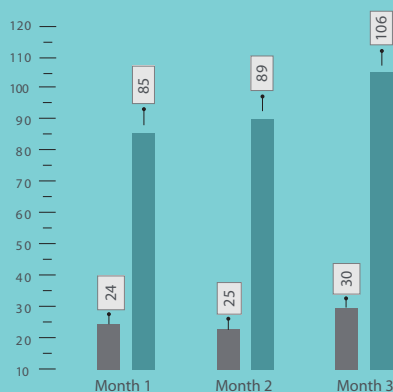


STUDY 1

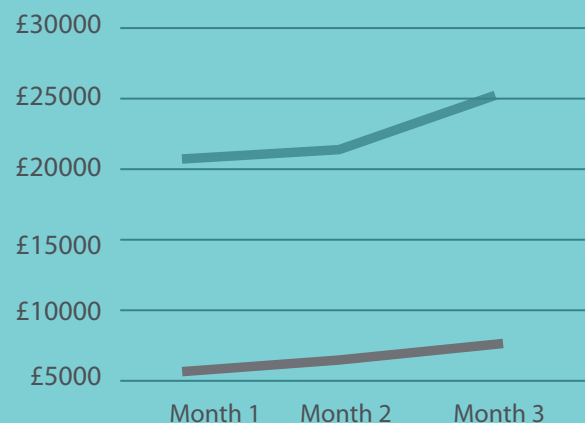
Aggregator TopX Campaign TopX Taxi

We increased this clients lead to
quote conversion rate from
16% to 64%

Quote to Sales Uplift
Client 1 vs Rainbow



Sales Commission Uplift
Client 1 vs Rainbow



	Gross Leads	Net Leads	Leads to Quote	Quote to Sales	Sales Commission	RC Cost
Client	1328	930	16% 149	1 in 5 30	£240 £7,139	N/A
Client + RC	1328	930	57% 530	1 in 5 106	£240 £25,434	£5,299

	Total Income	Uplift	Year 2 Retention	TOTAL	Net Uplift
Client	£7,139	N/A	85% £6,068	£13,208	
Client + RC	£20,135	£12,996	85% £17,115	£37,250	£24,042 182%

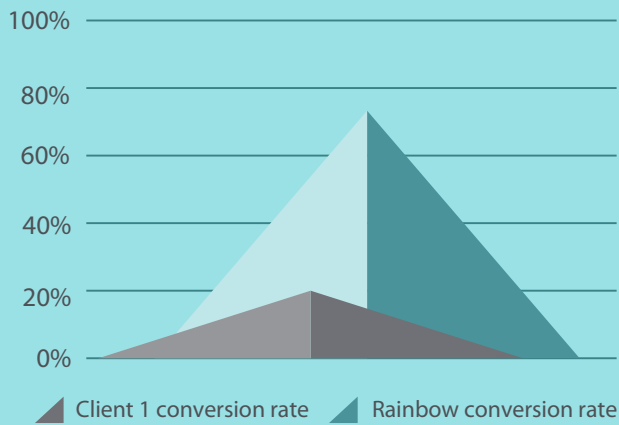
Our client converts 1 in 5 quotes to sales.
As a result of Rainbow increasing their quote
volume, our client is seeing **3.5x** more sales
from the data.

Client Income £7,139
Rainbow Income £25,434
Increase on month **£18,295**

Rainbow has a proven track record of increasing our client's opportunity to quote for business. Instead of spending time making 30+ calls to get 1 quote, let us do hard work for you.

Every call Rainbow transfer is a prospect who wants a quote.

Spend less time dialling and more time quoting.



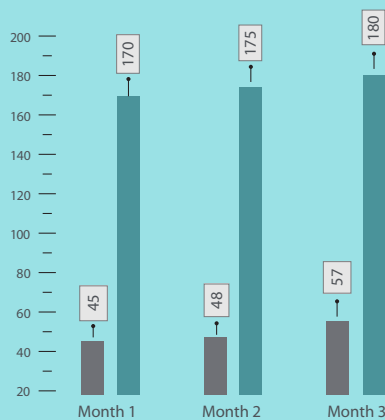
STUDY 2

Lead Efficiency Campaign

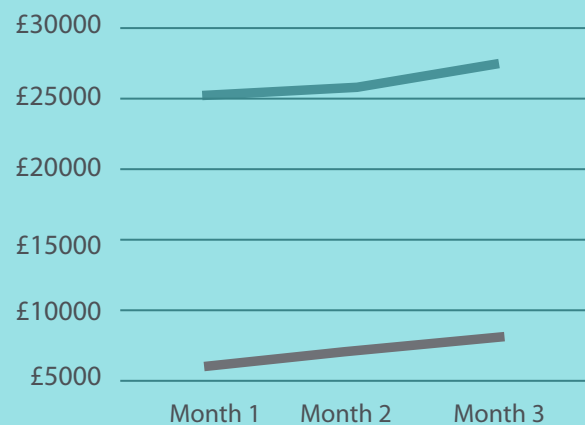
SEO / PPC Classic Car

We increased this clients lead to quote conversion rate from 20% to **74%**

Quote to Sales Uplift
Client 1 vs Rainbow



Sales Commission Uplift
Client 1 vs Rainbow



	Gross Leads	Net Leads	Leads to Quote	Quote to Sales	Sales Commission	RC Cost
Client	1737	1216	20% 243	1 in 5 49	£150 £7,295	N/A
Client + RC	1737	1216	74% 900	1 in 5 180	£150 £26,993	£8,998

	Total Income	Uplift	Year 2 Retention	TOTAL	Net Uplift
Client	£7,295	N/A	85% £6,201	£13,496	
Client + RC	£17,995	£10,700	85% £15,296	£33,291	£19,795 147%

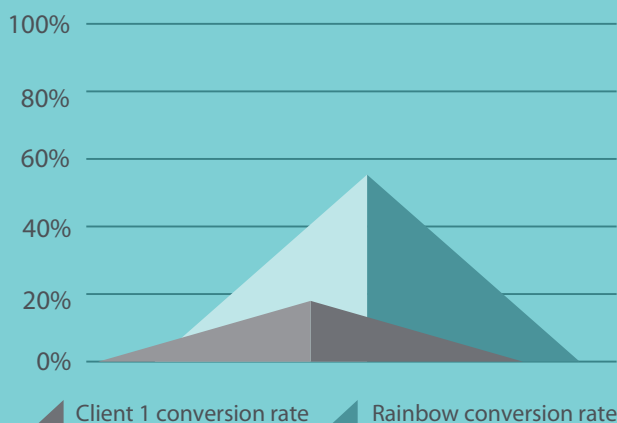
Our client converts 1 in 5 quotes to sales.

As a result of Rainbow increasing their quote volume, our client is seeing **3.6x** more sales from the data.

Client Income £7,295

Rainbow Income £26,993

Increase on month **£19,698**

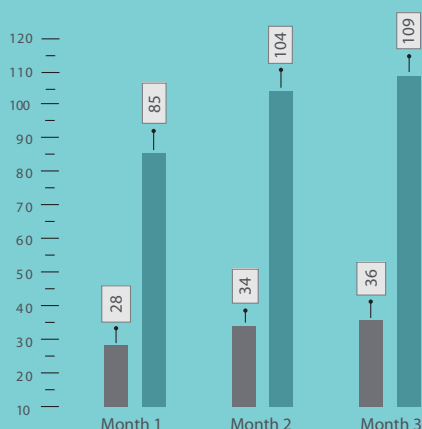


STUDY 3

Lead Efficiency Campaign SEO / PPC Motor Trade

We increased this clients lead to
quote conversion rate from
18% to **55%**

Quote to Sales Uplift
Client 1 vs Rainbow



Sales Commission Uplift
Client 1 vs Rainbow



	Gross Leads	Net Leads	Leads to Quote	Quote to Sales	Sales Commission	RC Cost
Client	1659	995	18% 179	1 in 5 36	£350 £12,542	N/A
Client + RC	1659	995	55% 547	1 in 5 109	£350 £38,323	£5,475

	Total Income	Uplift	Year 2 Retention	TOTAL	Net Uplift
Client	£12,542	N/A	85% £10,661	£23,203	
Client + RC	£32,848	£20,306	85% £27,921	£60,769	£37,566 162%

Our client converts 1 in 5 quotes to sales.

As a result of Rainbow increasing their quote volume, our client is seeing **3x** more sales from the data.

Client Income £12,542

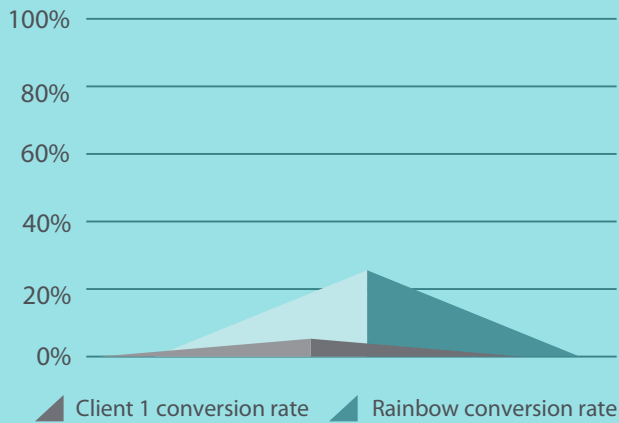
Rainbow Income £38,323

Increase on month **£25,781**

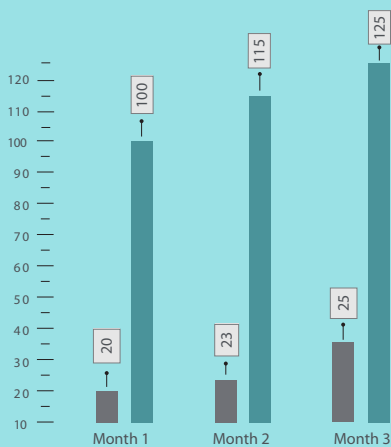
STUDY 4

Aggregator TopX Campaign TopX Van

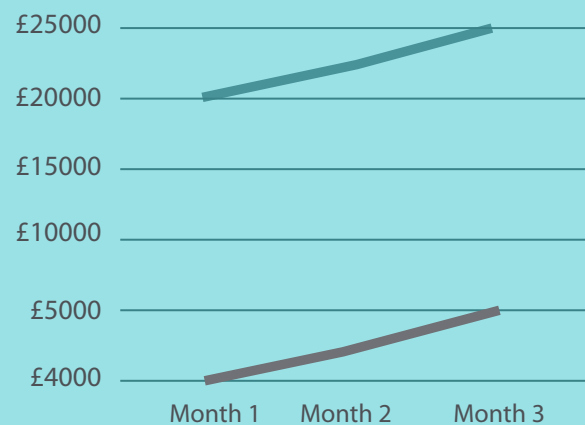
We increased this clients lead to quote conversion rate from 5% to **25%**



Quote to Sales Uplift
Client 1 vs Rainbow



Sales Commission Uplift
Client 1 vs Rainbow



	Gross Leads	Net Leads	Leads to Quote	Quote to Sales	Sales Commission	RC Cost
Client	3584	2509	5% 125	1 in 5 25	£200 £5,018	N/A
Client + RC	3584	2509	25% 627	1 in 5 125	£200 £25,088	£6,272

	Total Income	Uplift	Year 2 Retention	TOTAL	Net Uplift
Client	£5,018	N/A	85% £4,265	£9,283	
Client + RC	£18,816	£13,798	85% £15,994	£34,810	£25,527 275%

Our client converts 1 in 5 quotes to sales.

As a result of Rainbow increasing their quote volume, our client is seeing **5x** more sales from the data.

Client Income

£5,018

Rainbow Income

£25,088

Increase on month

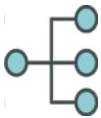
£20,070

COMPLIANCE & GDPR



DATA

We only use data for the purpose that it was intended. We never cold call, and only contact for marketing if explicit consent is given. Whether its live, historic or purchased data we always follow our due diligence procedures in order to maintain full compliance with the data we are processing.



PRIVACY BY DESIGN

As we have designed our own bespoke C2C system, we have been able to make sure that GDPR is at the forefront of our continued development. We are able to record and report Data Subjects preferences for contact, emailing our Privacy Notice with a click of a button, along with anonymisation when opting out.



DATA SUBJECT RIGHTS

Full transparency is our goal, all Data Subjects have full rights under GDPR, and Rainbow has procedures in place to fulfil any data requests promptly. Our system allows us to trace a leads origin and report back any linked leads allowing for full disclosure.



QUALITY LEADS

Rainbow pre-qualify leads before transferring them through for a quote. This enables us to firstly check the data is correct and up to date, and allowing the Data Subject to amend any information. Secondly it lets us match the Data Subjects requirements with the Insurer that best suits them, ensuring quality leads are delivered and benefiting both parties.

As well as our in house team we also work closely with Ecompli to ensure full FCA and GDPR compliance.



BREACHES & ALERTS

Security is always our top priority, our IT team work tirelessly to ensure personal data is in safe hands. However, we also understand that no one is infallible and we have procedures in place should a data breach occur. Rainbow is equipped to report any attempted or actual data breaches to the Data Subjects, the lead sources and the ICO.

Based on completion of our Legitimate Interest Assessment we have concluded that we process personal information using the lawful basis of Legitimate Interests.

We have decided on this basis as it allows us to meet with the ICO and FCA rules and is the most suitable lawful basis for processing data with a view to arranging a financial services quotation for our customers.

HOW WE WORK WITH YOU

STEP BY STEP

- Meeting to outline campaign requirements and current conversion rates from the data.
- A proposal is drafted outlining our suggestions based on what you have told us.
- Once both parties agree the proposal documents they are sent to Admin and Compliance.
- Compliance will liaise with your team and sign off all relevant checks etc.
- Admin will arrange for TOBA's to be drafted and sent for both parties to sign.
- IT will be instructed to sort delivery of data and any technical integration needed for us to start the campaign.
- Start date is agreed for the test.
- An account manager will be allocated to you where they will talk to you daily to sort issues and update you on performance.
- You will be sent weekly/Bi-monthly reports.
- At the end of the test another meeting will determine if both parties are happy and on agreement a long term relationship will be entered into.

We look to agree commercial terms after running an initial trial period. During this trial period we evaluate the return on capital (ROC) that our customers enjoy from our activity. We would then commence with our formal contract which would outline both the cost of each campaign and also all of our formal data responsibilities. We have a rigid follow up protocol where we would expect to have monthly reviews with each client which formally review performance and a number of mutually agreed KPI's.

RAINBOW UNDERTAKES INITIAL CHECKS WITHIN 48 HOURS OF TEST GOING LIVE

To ensure the campaign is running smoothly and to guarantee maximum performance from the outset

CHECKS UNDERTAKEN

- Data Delivery
- Data Compliance (data is what it says)
- Customer Journey (listening to calls to ensure the customer experience is seamless)
- Quality of data (does it fall in line with other campaigns)
- Speed (are we contacting the data quick enough)
- Pick Up (is the client answering quick enough)
- Conversion (campaign results – is it performing as expected)

REGULAR REPORTING

CAMPAIGN MANAGERS

DEDICATED TEAMS

“Take advantage of the 4x offer”

0845 86 86 507

RAINBOW CONNECTED

THE NO1 CONTACT CENTRE IN THE UK

VISION

Rainbow wants to 'set the standard in our industry', and not 'be the standard'.

Setting a level of excellence, constantly perfecting our services to exceed our client's expectations.

Our concept is a simple, our dedication, innovation and constant drive to improve keep us fresh and open to change.

To Rainbow coming second is not an option.

VALUES

We believe that working as a team is essential to provide a professional and excellent customer service to our clients.

Rainbow believes in going the extra mile, making ourselves accountable to our clients by ensuring we meet their targets and never failing to meet the commitments made.

We pride ourselves on our reputation for professional excellence.

GOALS

To expand the business and be a 500 + fully staffed contact centre by 2020.

We want to attract and retain the highest level of agents to make our business stronger and a centre of excellence.

Continuous development of our bespoke software and systems to ensure we stay at the forefront of our industry.

**"NEVER STANDING STILL,
EXPANDING OUR SERVICES
TO KEEP THE BUSINESS
FRESH AND RELEVANT."**

OUR CLIENTS AND THEIR TESTIMONIALS

Rainbow Connected is one of the largest insurance contact centres in the country, working alongside the largest insurers within the industry. We have nurtured long term and deep relationships with our clients, as we believe our commitment to meet their needs has been paramount to our success.

Here's what a few of our clients had to say:

Steve Murphy

Director of Commercial Trading

"Rainbow connected have been a valued partner of Autonet for a number of years and have continued to support our business in delivering quality leads on a range of product lines as well as being a partner of choice for outbound call campaigns."



Rachel Aston

Group Marketing Director

"We have worked with Rainbow for a number of years and have seen a significant uplift in our conversion rates as a result of their work. Their friendly team are on hand to help us optimise our campaigns and assist us when needed with additional lead generation from other sources. I would highly recommend them to other businesses looking to monetise and optimise their leads."



"We have worked with Rainbow Connected since September 2017 and have seen our contact rate increase since using them."

Despite a downward trend in the volume of leads in some campaigns from the providers we are still placing more units with thanks to Rainbow Connected. Ronnie is easy to work with and quick to adapt to any requests which enhance the customer journey"



"We have been working with Rainbow for a number of years and I would like to say a huge thank you to the team."

Not only have they been reliable, but also profoundly helped us as a business to grow and reach our full potential with the quality of the leads they provide, to the additional services which help us connect with more of our customers. From their expertise in the insurance industry, to their willingness to help in small tasks - their efforts never go overlooked and are greatly appreciated. "

Yvonne Gosney

Call Centre Manager

Courtney Goddard

Lead Campaign Manger

F.A.Q.

1

HOW DO WE SEND THE DATA TO RAINBOW TO CALL?

Rainbow takes care of this for you, our IT team will support you through each step, whether the data comes direct from your own system or a 3rd party provider. They will guide you through the complete data integration process, it doesn't matter what format the data is in, our experienced IT team are there to manage the safe, secure delivery of your data into our bespoke system to call on your behalf.

2

MI REPORTING, HOW OFTEN WILL I RECEIVE AN UPDATE?

This will be dependent on the campaign type, live data campaigns are updated daily, giving the client access to their own reporting folder to look at when they need to. The MI summarises the gross data in, the percentage of data that is not contactable (i.e. a duplicate lead/wrong number), how many calls have been successfully transferred across on the campaign and the conversion rate for the campaign. However full lead and transfer details are included within the report to assist the client with looking at individual lead type performance. The MI for renewal and historical campaigns are typically updated weekly as these are usually delivered in a CSV file format rather than a daily feed.

3

WHO DO WE CONTACT IF WE HAVE ANY PROBLEMS ARISE?

Each client has a dedicated account manager to contact should there be any issues arising with your campaign. You will be introduced to your account manager from the outset and they will work closely with you to iron out any teething issues and manage any urgent requirements you may have, i.e. should you have staff shortages or system issues. We can manage these for you by staggering or pausing calls whilst these issues are resolved. They will be your first point of contact and will assist in resolving any queries you have.

4

WHAT HAPPENS IF THE CAMPAIGN DOESN'T PERFORM AS RAINBOW PROMISED?

Rainbow is confident in the service they provide, our team is dedicated to delivering a great customer journey, ensuring that we are compliant with our scripting and our bespoke C2C system ensures we beat our competition to the customer every time! Clear data conversion targets are set with the client at the beginning of the campaign. Rainbow will guarantee that if we don't meet the agreed minimum target then our services will be free of charge to the client, that's how confident we are!

www.rainbowconnected.com



RainbowConnects



rainbow-connected



RainbowConnected UK



rainbowconnected_



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