

Connecting people  to businesses

# RAINBOW CONNECTED

## PRODUCT BROCHURE



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[www.rainbowconnected.com](http://www.rainbowconnected.com)

# RAINBOW CONNECTED

## PRODUCT LINES



Rainbow Connected (RC) is the No 1 lead management and contact centre for the Insurance and Financial sector, offering unrivalled results in speed and success of connecting businesses with customers.

With many businesses purchasing data from the same source, it is imperative to reach the applicant before the competition.

The following document outlines our most popular products.

# RAINBOW CONNECTED PRODUCT LINES

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# 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.**

We generate or buy a number of live leads. These are generated mainly from web or App quotes. They are either RC leads or derived from one of our online sites. We also purchase leads from third party suppliers or our insurance trading partners.

**“In its simplest form we sell our Brokers one of our calls for either insurance or financial based products.”**



## 2. LEAD EFFICIENCY PRODUCT (LEP)

**Our contact centre offers unrivalled results in speed and success rates in managing your lead efficiency campaigns. Calling your customer within seconds of application and providing you a hot key transfer to quote immediately for both insurance and financial products.**

This is where we take Broker's data and work it on their behalf. We make contact with the prospective customer and pass that call back to the Broker. As part of all client lead efficiency products, we also produce a concise data report to help Brokers analyse their campaign.

As a dedicated contact centre we speak to a much higher percentage of leads than most Brokers, therefore with our help Brokers can speak to more leads and in turn convert more leads into business.

**Our first LEP campaign study showed that RC increased the contact rate from 20% to 55% using the same data set.**

# 3. INSURANCE AGGREGATOR SOLUTION

**Giving Brokers 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 online, to enable Brokers to offer further discounts to seal the deal.**

Using the Broker's Aggregator TopX data we contact the quote to pass back through to the Broker in order to review the online price given and see if any further discounts can be applied.

RC found that there are a lot of Brokers do not have time to follow up the Aggregator leads, therefore missing out on potential business. Also customers do want to speak with live agents when it comes to finalising their insurance products, and this is where RC makes it possible for the Broker to do so.

**RC consistently helps Brokers speak to 25% more customers than they were doing through their Aggregator activity.**

# 4. DIRECT DEBIT FAILURES

**Exactly what it says on the tin. We work on behalf of a Broker's accounts team to rectify a monetary problem.**

Brokers constantly deal with payment failures. We spoke with our clients and some admitted they wasn't very good at making contact with the customers and trying to rectify the situation.

RC now works with a number of clients where we get hold of the customer and work with them to get payment. We then pass those people back to the Broker's accounts team to put the policies back on track.



This has helped to stop hundreds of lapsed policies.

## 5. RENEWAL CHASING

**A big part of Brokers income is from customer retention, once renewal documents have been sent out, RC contact any customer that hasn't responded through the normal process.**

The Broker will send RC a live up to date list of all customers that are due for renewal. RC makes contact with the customer to make sure they received their documents and to encourage them to speak to an advisor to either confirm renewal or discuss the price given. This service can be tailored to each client.



RC transfers the customer directly to the Brokers renewal team.

### LEADING EDGE CRM TECHNOLOGY

Full reporting and direct dialing

### SPECIALISATION

Our sole focus is on data contact

### PROFESSIONAL AND HIGHLY TRAINED TEAM

A commitment to people and systems



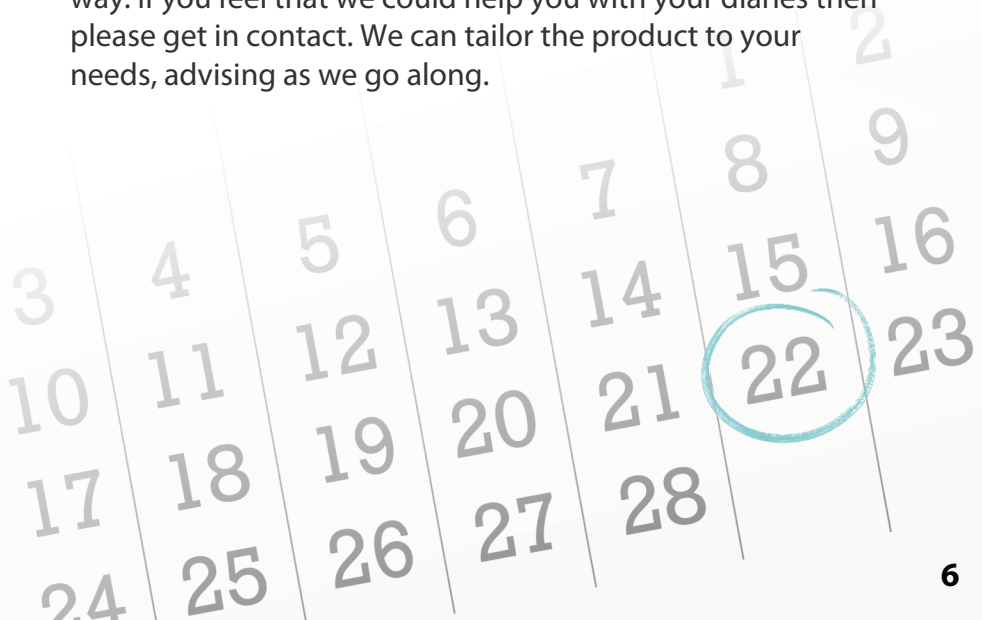
## 6. QUOTED DIARY

**We work our client's diaries. We can help a Brokers sales force to organise and get hold of hot quotes to try and close the sale.**

For a number of Brokers RC manage their total outbound campaigns. When we do that the spectrum of work expands into other areas of the business. One problem that continually arises is that the diaries of the Agent's are not run efficiently.

We work with the Agents to contact the quotes that they feel are the most competitive with. We use our tech to drop in the data and coordinate their diaries to try and maximise sales.

At RC we understand that each Broker works its own unique way. If you feel that we could help you with your diaries then please get in contact. We can tailor the product to your needs, advising as we go along.



# 7. CALL EXCHANGE

**Every Broker 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 Broker.**

By using our trading service Broker's will be paid for leads that we are able to place elsewhere. Ultimately adding value to data that was previously unusable.

Broker A is uncompetitive or too expensive and unable to quote the customer. They pass the customer to RC via a hot key transfer.

RC takes the customers details and matches them with a Broker on our panel, and transfer the customer to suitable Broker B.

Customer gets a competitive quote and takes out a policy.

Broker A receives payment from RC monetising unusable data.

Broker B pays RC for the trade and competes for customers business.

**Potentially gaining new customer and their retention.**

# 8. MI REPORTING

**For many of our clients MI reporting is essential, RC offer this as standard for all campaigns we manage. Reports are generated depending on campaigns size either daily, weekly or monthly.**

Being at the front end of your campaigns we can help highlight which aspects of the campaigns are working and which need addressing in order to utilise the data to its full capacity.

Our detailed reporting offers our clients the following information:

- Gross leads
- Unusable leads (broken down by reason)
- Net leads
- Transferred leads
- Rainbow Connected's conversion rate
- Average daily calls
- Calls to transfer ratio on campaign data
- Direct comparison between in house figures and Rainbow Connected's figures
- Campaign uplift by using Rainbow Connected's services
- Annual predicted campaign uplift

# EXAMPLE MI REPORT

Source	Gross Leads	Duplicates	%	Wrongs	%	Already Contacted	%	Out of Hours	%	Source	Net Leads	%	Sorted	%	Total Trans	%
1	458	14	3%	53	12%	21	5%	61	13%	1	309	67%	18	6%	207	67%
2	216	9	4%	17	8%	8	4%	23	11%	2	159	74%	7	4%	142	89%
3	62	3	5%	2	3%	3	3%	1	2%	3	53	85%	4	8%	32	60%
4	6	0	0%	0	0%	0	0%	0	0%	4	6	100%	0	0%	6	100%
5	117	8	7%	3	3%	3	3%	8	7%	5	95	81%	8	8%	45	47%
6	20	2	10%	3	15%	0	0%	5	25%	6	10	50%	0	0%	9	90%
7	2	0	0%	0	0%	1	50%	0	0%	7	1	50%	1	100%	0	0%
8	18	0	0%	3	17%	0	0%	6	33%	8	9	50%	0	0%	7	78%
9	10	0	0%	1	10%	0	0%	0	0%	9	9	90%	0	0%	4	44%
10	81	2	2%	6	7%	0	0%	17	21%	10	56	69%	3	5%	44	79%
11	0	0	0%	0	0%	0	0%	0	0%	11	0	0%	0	0%	0	0%
12	471	2	0%	435	92%	2	0%	11	2%	12	21	4%	2	10%	7	33%
13	172	41	24%	11	6%	18	10%	12	7%	13	90	52%	9	10%	29	32%
14	515	175	34%	59	11%	98	19%	11	2%	14	172	33%	27	16%	46	27%
15	14	5	36%	4	29%	2	14%	0	0%	15	3	21%	1	33%	3	100%
	2162	261	12%	597	28%	156	7%	155	7%		993	46%	597	8%	581	59%

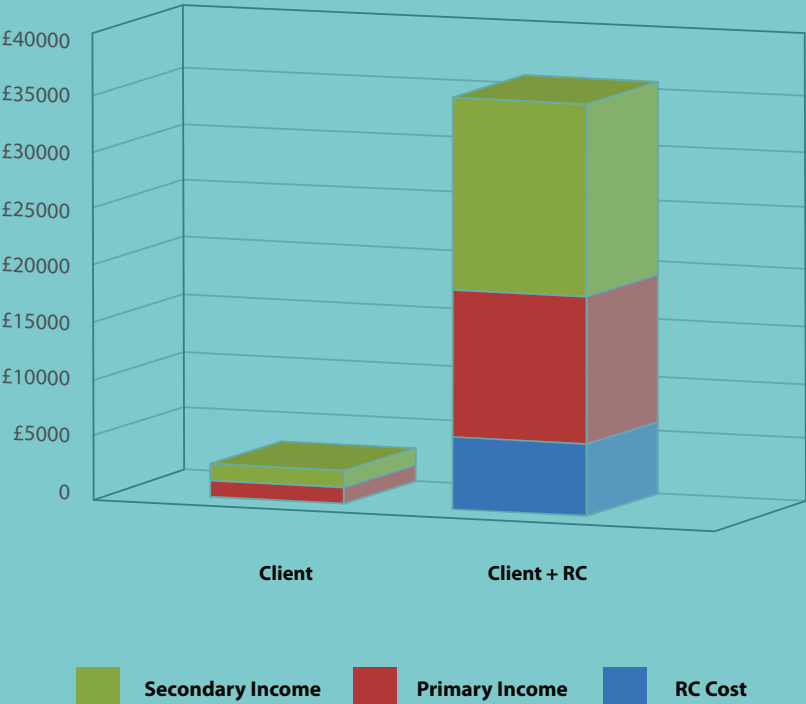
Calls to Transfer Ratio		
Calls Made	6929	
Transfers	58	
Ratio = 1 in	12	

Average	
Daily	22
Monday	35
Tuesday	23
Wednesday	26
Thursday	23
Friday	20
Friday	7

# EXAMPLE UPLIFT REPORT

	Gross Leads	Net Leads	Leads to Quotes		Quotes to Sales		Sales Commission	
Client	2162	993	11%	109	1 in	18	£100	£1,800
Client + RC	2162	993	59%	586	1 in	195	£100	£19,500

	RC Cost @ £10 cpc	Primary Income	Uplift	Yr 2 Retention		Total	Net Uplift
Client	N / A	£1,800	N / A	85%	£11,840	£3,330	<b>£26,885</b>
Client + RC	<b>£5,860</b>	<b>£13,640</b>	<b>£11,840</b>	85%	<b>£16,575</b>	<b>£30,215</b>	<b>807%</b>



# CONTACTS

Part of Rainbow Connected's job is to look at areas where we could help our clients improve their contact rate. As RC specialises in contact rates it's a natural fit. We work harder to contact people that the Broker wants to speak to. We have consistently beaten our client's rates of contact and have become integral to our client's business processes.

**If you want advice or help on certain aspects of your out-bounding needs then please contact our sales team for further info. If it's not listed then please ask, we may be able to assist.**

## Sales Line

 **0800 812 1056**

 [Sales@rainbowgrp.co.uk](mailto:Sales@rainbowgrp.co.uk)

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C O N N E C T E D

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