



# Multi-Touch Campaign Drives Increased Customer Retention

## Challenge

Despite strong sales, customer retention was a challenge for a large supplemental insurance client. With no customer communications program, agents typically did not communicate with new customers beyond the point of sale. As a result, the company saw high lapse rates. They needed to improve their first-year persistency scores — the percentage of newly sold policies that remained active — by reinforcing the purchase decision and keeping new customers engaged.

## Solution

Taylor developed a communications program that reached each new customer immediately after the purchase and continued with additional contacts throughout the first year.

- The primary goal of the program was to reinforce the new customer's purchase decision, provide ongoing reminders of the product's value and defuse potential buyer's remorse.
- Communications included personalized postcards, letter packages with keepsake items, a quarterly newsletter and a holiday greeting card as well as referral requests and a handy customer care magnet.

## Results

The multi-touch communications campaign created and managed by Taylor dramatically outperformed expectations and measurably decreased lapse rates.



### CUSTOMER RETENTION

A control group proved that customer retention increased 9% versus a program goal of 3%.



### RELATIONSHIP BUILDING

Households receiving the communications held 36% more policies than the control group.



### INCREASED REVENUE

The retention lift increased the client's annual premium values by \$7 million.