

The background is a long-exposure photograph of a multi-level highway interchange at night. The image is dominated by vibrant, curved light trails in shades of red, orange, and white, representing the movement of vehicles. The structure of the interchange, including railings and support pillars, is visible in a darker, blue-toned light. The overall composition is dynamic and conveys a sense of speed and flow.

HOW TO INCREASE **CONTACT**  
**RATES AND CONVERSION**  
WHILE EXCELLING AT THE  
PROVIDED **CUSTOMER**  
**SERVICE**

# ALTITUDE STRATEGY CENTER HELPS EUROPA GROUP TO OPTIMIZE CONTACT LISTS TO IMPROVE DIALLING RESULTS



Europa Group started its activity in 1997, providing insurance solutions for the general public, insurance brokers, insurance companies and affinity partners.



Europa Group provides insurance for bike, scooter, car, van, home and caravan



Range of solutions from third party administration, insurance broking, underwriting and business insights



Evolution from 75.000 to 369.000 customers over seven years



Europa Group was searching for a solution that would:

**1**

Improve its capacity to follow-up leads by phone and to maximize sales

**2**

Handle an increasing number of calls, provide greater control and be managed in house

**3**

Maximize the return of their contact lists and get the most of their top agents.



"Europa Group is a forward thinking, dynamic and professional organization and likes to partner with companies that display the same attributes. We feel that Altitude is a company that displays these qualities and we look forward to developing a proactive, synergistic and professional partnership with Altitude over the coming years."

Alan Griffett - Head of Sales, Marketing and Business Development, Europa Group



# SEGMENTING CONTACTS FOR HIGHER CONVERSION RATES

## WHAT WE ACHIEVED

### Campaign Performance



#### 5-8% contact rate improvement

- Ability to create business segments, extensive filters, automatic time schedules and others to maximize each contact list to its fullest.
- Associate business segments with high value data to the best agents to improve business results and agent performance.
- Reduce campaign call volume - analyze values and make informed, key business decisions such as when to stop calling a segment



### Profiling and data targeting

Before Altitude Strategy Center  
|  
Top agent performers varied up  
to 20% daily



After Altitude Strategy Center  
|  
Top agent performers vary by  
less than 5% over a given period

### Agent Performance

- Call the right contacts at the right time using the most skilled agent.
- Send a screen-pop with all contact details to enable agents to complete quotes and maximize sales over the phone.
- Top performing agents earn an additional 10% income per day, due to matchin the right contact to the right agent

“With Altitude Strategy Center we can target high value data at a given particular time frame when historical analysis has shown value to be gained.”

Paul Sanders – Dialler Manager, Europa Group





## HOW WE ACHIEVED IT

- Profile the right data to find the optimal solution
- Profiling parameters are similar across campaigns and cover around 10-15 items, such as customer's age, premium paid, or payment method
- The volatility of the insurance business market requires a dynamic contact profiling. All business segments and business decisions are reviewed every 3-6 months to attract new customers and meet the requirements of different buying habits

## BUSINESS BENEFITS



### IMPROVED OUTBOUND CAPABILITIES

Business segments divide the contact list according to custom defined profiles; calls segments dynamically to ensure maximum conversion.



### INCREASED EFFICIENCY

Contact profiling reduces call volume while increasing conversion; KPIs for each business segment ensure business runs as expected.



### AUTOMATIC CONTACT MANAGEMENT

Schedules call contacts at their preferred time, ensuring maximum contact rates.



### COMPETITIVE ADVANTAGE

Altitude's solution allows Europa's contact centre capacity to grow with the company's needs.

“Altitude Strategy Center enabled us to explore other revenue streams to «Test and Learn», establish a return value, and estimate whether the results are above or below existing streams”  
Paul Sanders – Dialler Manager, Europa Group

## CONTACTS