

## Automate your Policy Renewal Process, Save Customers

*Avoid passive churn: personally contact customers before they shop for another carrier.*



**Retaining customers is priority number one.** Don't let passive churn benefit your competitors. Be proactive and use personalized communication to boost retention before customers shop for another carrier. With Varolii Policy Renewal Applications, you can contact customers late on premiums or those with policies about to expire and provide them with options to renew automatically – without the time and expense of direct mail or agent contact.

### Get the Message Heard

With all the noise of junk mail and spam, getting your message heard requires personalized attention. Proactive customer outreach can do just that, providing:

- **High impact** – Cut through the clutter of direct mail and email with high quality voice notifications.
- **Personalized and detailed** – Varolii notifications reinforce your company's brand, delivering account-specific information, including transaction history and due dates. Informing customers about renewal opportunities also shows you care and can save customers from being uninsured.

### Let Customers Take Action – Now

Automated payment options let your customers renew immediately. They include payment options that allow policyholders to pay via check, credit card, or debit card without ever having to talk to an agent. They can also allow customers to transfer to a payment IVR or an agent directly within the notification.

### Don't Let Customers Slip Away

Before your customers ever consider choosing another provider, be proactive:

- **Reach out through automated communication** – Business rules can be set so you know customers are contacted in a timely manner – non-renewed policies will never again go unnoticed.
- **Verify the message gets through** – As email accounts can go unchecked for days and junk mail often gets tossed, Varolii's suite of detailed reports lets you track the status of every notification, verifying that your message gets heard.

### SOLUTION

Remind customers of policy renewals and collect premiums through proactive customer communication.

### SAMPLE RESULTS

- 10% boost in retention at 80% less cost than agents
- \$10 in revenue for every dollar spent with Varolii
- \$50,000 in incremental revenue for every 10,000 accounts notified
- Increased renewal rates
- Reduced churn
- Improved customer experience

#### Contact Us:

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Using Varolii, a major insurance carrier increased customer retention by 10%, saving more than \$5 million in premiums annually.

**How it Works**

1. Varolii gathers customer contact data and policy renewal information either by flat file or by directly integrating to the customer management system(s).
2. Varolii sends interactive communications with account-specific information through telephone, Internet or wireless device.
3. Automated phone notifications blend high quality voice recordings and unique customer data, such as a policy number or a renewal deadline date. Directly from the call, your customers can:
  - Use the keypad to confirm a renewal option or that a payment has been sent
  - Pay via credit card, check or debit card
  - Transfer to an agent

If an answering machine is reached, a message will be left containing a unique access code for the customer to retrieve the full notification at his or her convenience.

If a customer transfers to an agent, Varolii passes call information to the agent for a smooth and efficient handoff.

4. Varolii updates your systems with the contact results, providing immediate insight into the effectiveness of your campaign.

**ABOUT VAROLII**

Varolii® provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction.

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

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