



INSURANCE CASE STUDY

Read more to know how G Tech Web Marketing Pvt Ltd a reliable Mobility Marketing solution helped Tata AIG General Insurance Company to increase number of interested buyers.

Tata AIG General Insurance Company Ltd (Tata AIG General) is a joint venture company, formed by the Tata Group and American International Group Inc. (AIG). It offers a complete range of general insurance products including insurance for Motor Insurance, Health Insurance, Home Insurance, Travel Insurance, Lifestyle Insurance as well as several specialized financial lines. The company believes in offering innovative and relevant insurance solutions in the retail and commercial space.

CHALLENGES

Tata AIG team is looking for good quality genuine leads on short code services (Location Segregation) within India and the insurance cost will be 27Lac. G Tech team researched for the match of the target audience according to the segregation required by TATA AIG – Age / Specified Location / Credit Card Holder so as to pay online. We worked on CPL services (Cost per Lead) by forwarding real time leads to the Call center using api to convert the lead into business in the minimum time frame.

Solutions

This campaign consisted of sms content to be processed on the specified location which person will reply on Short Code and operator will charge Rs 3/- which denoted the quality of the lead, after this TATA AIG sales team contacts customer on specific call- to-action.

- Identify main customer buying

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- Sms Campaigns on Daily basis
- Forward real time leads using API to call center Interface.
- Forwarding Routine Leads Count to the Sales Manager at TATA AIG

