



CLIENT

An MNC financial services provider in the health insurance space.

THE CHALLENGE

To bring alive a target consumer segmentation exercise, derived through a U&A study, into the sales process.

OUR APPROACH

Brandscapes adopted a highly collaborative process involving the client's marketing, sales, training and servicing teams as well as their creative agency and channel partners.

We synthesized the data into distinct and realizable segments, and co-created a training module (covering both the class room training as well as the front end software) that would help telesales callers to pitch the company's products in a more focused and nuanced manner.

THE WINNING INSIGHTS™

A segment nuanced approach to selling would not only improve productivity, it also threw up new product opportunities for the client!

THE RESULTS

The client is using the new telesales training module, to help sell their products tailored to specific target segments, and we are told, the results have been extremely encouraging.

BRANDSCAPESWORLDWIDE

Winning Insights™ for Profitable Growth

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