



Customer Case Study

USA Benefits Group™

America's Best Health Agents

Solution Overview

Company

USA Benefits Group
<http://www.usabg.net>
(888) 277-2127

Customer Profile

USA Benefits Group is a nationwide network of health and life insurance professionals that has been serving small business owners and the self employed since 1988.

Business Situation

The company sought to reduce travel costs and boost sales.

Solution Description

USA Benefits Group uses the GatherPlace web conferencing service offered through iBoomerang.com to virtually eliminate travel. Agents also reach customers beyond their local area to boost sales.

Using Web Conferencing to Successfully Sell Insurance to Small Businesses

USA Benefits Group, a division of America's Health Care Program, has been providing affordable health insurance, life insurance, Medicare supplements, long term care insurance, annuities, and numerous other benefits to small businesses since 1988. Selling healthcare insurance "door-to-door" used to be the norm and the way business was done. As costs skyrocketed, with travel costs leading the way, USA Benefits Group needed a better way to cut back on travel and turn a profit. They turned to web conferencing in 2003 and realized quickly that today's customer actually preferred to meet in this manner, and they immediately received a return on their investment and saw their profits sharply rise. USA Benefits Group teamed up with iBoomerang.com, a marketing tool provider for sales professionals, and use their web conferencing services powered by GatherPlace, and it has transformed the way they do business.

Solving the Face-to-Face Challenge

As any traveling salesperson can attest to, face-to-face meetings used to be the most effective way to close the deal, but it is costly and time-consuming. Selling health insurance to small businesses was no different. "In the past, I was wasting 20 hours a week driving to appointments to sell insurance," said Doug Frankel, Regional VP of USA Benefits Group. "I can't tell you the number of times I drove for 60 minutes for a no-show."

Doug found a solution in 2003, when he started using web conferencing services to conduct sales pitches. No longer did Doug need to have a meeting on-location to bring his prospects through USABG's product offerings. With GatherPlace, Doug simply shows customers his computer screen, live and online, complete with a PowerPoint presentation generated with the help of iBoomerang. Customers single-click on a link on the USABG web site to be instantly connected over the Internet to a USA Benefits Group representative. Customers can be on a PC, MAC, Linux or Solaris computer and do not install software to participate in this live session.



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—Doug Frankel, Regional VP,
USA Benefits Group

“...it is as if I were sitting across the table from [a customer]... [It] provides a clear picture of the plans with a client, which increases customer satisfaction.”

—Tom Russell, Regional Manager,
USA Benefits Group

The Benefits

Complete Elimination of Travel Costs to Meet Prospects

The Internet has revolutionized the business of selling, and customers have come to depend on it to provide them with all the necessary tools for making buying decisions from the comfort of their own home or office, without having the face-to-face encounter with a salesperson. USA Benefits Group has capitalized on this and has utilized web conferencing to help their customers decide on them for their health care needs. In doing so, they have practically eliminated the need for a travel budget for their sales force. Tom Russell, Regional Manager for USABG says, “GatherPlace allows me to show people details of insurance plans that they want and need to know. This prevents me from wasting a lot of time traveling to homes or businesses, as it is as if I were sitting across the table from them. It also prevents misunderstanding and provides a clear picture of the plans with the client, which increases customer satisfaction.”

Reduced Sales Cycle

Doug has sharply cut down his sales cycle using GatherPlace. “With web conferencing, customers can easily and quickly get your pitch and come back for more. Gone are the pressures of setting up a follow-up face-to-face or phone call to answer additional questions a customer may have. Those could take days and even weeks, costing you hot leads in the process. Customers simply come to me through my web site with a request and are connected in no time—no hassles. Also, we sell 100% online with the use of ‘electronic signatures’, so a sale could become instantly closed in the same online meeting in a matter of seconds.”

Extended Sales Reach Means Increased Sales

“I have personally quadrupled my sales since using web conferencing as my main selling tool,” says Doug. “Our business address is no longer a factor. Now, it’s what we have to offer that counts, and we can compete in markets that we had not otherwise been able to.” 866-304-3272 cell 937-416-0717.”

Increased ROI from Ease of Use

USABG also benefited from GatherPlace’s ease of use. It was specifically built to be extremely user friendly, and it did not take any time for Doug’s sales force to be up and running with it. It was also very easy to integrate into the USABG web site, and Doug has even utilized web conferencing to train the team. Using iBoomerang’s web conferencing solution powered by GatherPlace, USA Benefits Group has effectively changed the way they do business, and they have never looked back.



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