

**BKIC:**  
Outbound (Telesales) and Payment Facilities

# In touch with insurance.

## An Invita Case Study

### **Background**

Bahrain Kuwait Insurance Company (BKIC), one of Bahrain's leading insurance companies, was looking to improve its lead conversion in order to enhance its income generation, and to automate its customers' payments to improve customer convenience.

### **The challenge**

Fatima AbdulKarim, Assistant General Manager, BKIC, said "BKIC wanted to explore new sales channels in addition to the traditional over-the-counter channels to increase sales and enable customers to enjoy remote access while conducting their payment transactions. We also wanted to increase our visibility and better track the effectiveness of our marketing campaigns, and to have a reliable automated system through which we could track our sales."

### **The solution**

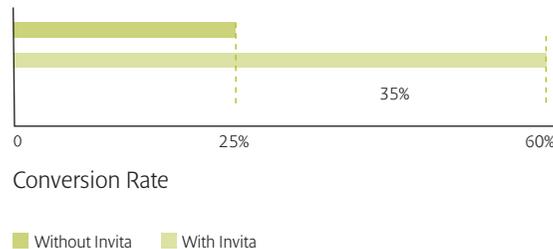
Invita's expertise in campaign management was sought to Establish a new channel for lead conversion and sales. In addition, a system for secured online payments was required to improve operational efficiencies. Invita deployed an outbound campaign for a target segments from its partner's customer base, through which the team invited customers to acquire the new service and execute their transactions online and over the phone. This enabled customers to get policies delivered 'to their doorsteps'. Invita provided transaction online tracking and CRM that greatly strengthened the process and controlled the operational efficiencies.

"We put in place Invita's outbound services, our team was able to target leads and implement a system for online payments for newly sold policies," said Hisham Alrayes, GM, Invita.

“We put in place Invita’s outbound services, our team was able to target leads and implement a system for online payments for newly sold policies,” said Hisham Alrayes, GM, Invita.

“BKIC wanted to explore new sales channels in addition to the traditional over-the-counter channels to increase sales and enable customers to enjoy remote access while conducting their payment transactions.

Fatima AbdulKarim, Assistant General Manager, BKIC.



### The results

As a result of the new technologically advanced system, the BKIC Marketing team was able to increase its sales and track all activities in real time. This enabled increased transparency in sales performance and established a new channel for lead conversion and sales, thereby providing better customer service.

The results have been dramatic for BKIC and we look forward to helping them achieve their targets for the year. Ms. AbdulKarim reports that “BKIC enjoyed a 20% increase in monthly policy bookings, which significantly contributed to improving our corporate profitability.”

**Get in touch today:**

Tel: 17 50 6000 [info@invita.com.bh](mailto:info@invita.com.bh) [www.invita.com.bh](http://www.invita.com.bh)