

About client: Client before its merger with the rival was one of the biggest provider of personal and commercial property and casualty insurance products in the US market

Client Situation: Client was looking for growth in top-line through its brokers network. For the purpose, they wanted to reach out to potential brokers who had the capability and willingness to sell their products

What we did: Following were the elements of our solution:

- Prepared a list of over 2000 brokers operating in the requisite territories of US market
- Mapped all the brokers on following parameters:
 - Name and area
 - Specialization in terms of products
 - Size in terms of number of employees
 - Type of IT systems used and whether its compatible to the client's systems
 - Recent growth
- A comprehensive program was undertaken to reach all of them for discussion partnerships through email and calling

Outcome

- More than 10 channel partners and brokers were added to the overall network of client due to this effort