

# How EverQuote's Lead Connection Service (LCS) Helps One Agent Tap Into \$8,000/Month in Additional Premium

## A Small Team Struggles With Lead Follow-Up

Like many new captive insurance agents, when Ben Kiablick started his agency at the end of 2019, he turned to internet leads. He worked with EverQuote to quickly build a sales pipeline and keep his producers fed with leads that converted at a high rate. However, Ben faced a problem common to many new agents: "new leads were coming in, but with 2 producers stuck on the phone quoting someone, the [new] leads weren't getting called on right away like they should be." Because they couldn't contact many leads immediately, they often found themselves losing out to competitors.



*"With Lead Connection Service we've increased our production by an additional 5x auto and 3x home policies per month, accounting for an extra \$8,000 in premium each month."*

Ben Kiablick

## Avoiding Burnout and Increasing Monthly Premium With Lead Connection Service

Once Ben started working with EverQuote's Lead Connection Service (LCS), he was able to leverage EverQuote's high-performance telemarketing team to handle the initial outreach process. Having LCS calling new leads as they come in has ensured that each lead gets contacted quickly and worked diligently, and that Ben is making the most of every lead. As he explains: "with LCS, the fact that EverQuote makes those initial calls has really worked well for us." Ben says that his "producers are no longer burnt out trying to immediately contact every new lead." They are now able to connect with more leads and have more time to focus on closing business. As a result, Ben has started to scale his business and added another full time producer. Most impressively, he calculates that LCS is directly responsible for driving an additional \$8,000/month in bound premium compared with what they were previously generating. "LCS is like my bread and butter right now for leads...I've been very satisfied with that."

### Additional Monthly Premium Since LCS

AUTO 🚗

↑ **\$5,000**

HOME 🏠

↑ **\$3,000**