

How Lead Connection Service (LCS) Saves One Agent 9,000 Calls and Drives \$55K Each Month

Jump-Starting a New Agency With Limited Resources

When Zach Vaswani opened his insurance agency in August 2020, he faced a problem all too common for new agents. He had to figure out a core strategy that would drive enough new business to meet his ambitious monthly goals, but at the same time Zach also needed to work within the constraints of his limited resources. As a new agent with a small team, he couldn't afford to dedicate budget to something that wouldn't provide a strong return for his business. Zach knew he would need to make the most of every resource available to him if he was going to be successful. He already knew internet leads would be at the core of his business strategy, but internet leads require prospecting calls and prospecting calls mean hours on the phones, taking team members away from other revenue generating-tasks like cross-selling, generating referrals, and closing business.



“Lead Connection Service (LCS) is like having an extra producer that you don't have to pay for – we can buy more leads, we can quote more people, and we can close more people because of LCS.”

Zach Vaswani

Lead Connection Service Helps Zach Maximize Resources and See Huge Results

That's when Zach turned to EverQuote's Lead Connection Service (LCS). With LCS, EverQuote's top-notch telemarketing team works Zach's leads for him, transferring the customers to his team once they are ready for a quote. LCS proved to be an ideal fit for Zach's fledgling agency. With EverQuote handling the initial lead outreach through LCS, Zach's team has significantly more bandwidth to focus on closing business instead of dialing leads. As he explains: "it's like having a team of business development reps reaching out to your leads and taking the weight of all that outreach off your team." This has helped Zach grow his agency faster than his budget and headcount would have otherwise allowed and has saved his team from making thousands of monthly prospecting calls: "...it's less work for my team – morale is higher. They don't have to make 100 dials a day." The results speak for themselves, with LCS saving Zach's team of 5 producers from making over 2,200 additional prospecting calls each week (over 9,000 a month) and generating about \$55,000 a month in new business premium.

Results Since Using Lead Connection Service (LCS)

AVERAGE MONTHLY NEW
BUSINESS PREMIUM FROM LCS

\$55,000

PROSPECTING CALLS SAVED
EACH MONTH

 **9,000**

Fewer Calls