

Project:	Aflac Finds Effective Way to Follow Up on Customer Calls
Vertical Market:	Insurance/Healthcare
Business Application:	Direct Marketing/Loyalty

Aflac, an insurance company, wanted a more efficient and effective way to follow up on calls from prospects. A personalized postcard is mailed following an initial contact, giving the recipient a reminder of the call and information on who their service representative is.

Program Objectives

- Test pilot program
- Build customer relationships
- Develop cost-effective, printed follow-ups

Significant Results Reported by User

- Effective and efficient way to follow up on calls
- Helps build customer relationships

Description

This project was a pilot program for Aflac and was designed to provide a way to build customer relationships. The first step involved Aflac call center staffers making telephone contact with a target group of customers. They answered customer questions, inquired about concerns, and informed the customer that a servicing associate would follow up with them. The second step included printing and mailing a personalized card shortly after the call. The content of the card is a thank you note and confirmation of the name of the servicing associate that would be contacting the customer.

Communicorp's creative design and digital printing group worked together to design a personalized 5.5" x 8.5" full color postcard that conformed to Aflac branding standards. The variable data content on the card was the customer name, address, and company. The card also incorporated a personal message and photograph from the call center specialist, as well as the name of the field force representative and the name and telephone number of the servicing associate who would make the follow-up call.

Information for the card was gathered from the call center database and transferred to Communicorp. The cards were printed and mailed first class within one week of the call. (First class postage was required because the cards were mailed in batches too small to qualify for the use of other postal rates.)

The Aflac call center management values this type of personalized follow up because it fits with the company's image of being a responsive organization. Informal surveys have returned extremely positive customer and field associate feedback. Aflac expects the program to have a positive impact on sales by building stronger customer relationships and demonstrating the company's commitment to its customers.

Aflac cares about **Focus On Pets PSC DBA** and we're committed to giving you and your employees our best service.

I recently called you to do just that. I am forwarding your information to **Theresa Keller** in our regional office. **Theresa** or one of her associates will be in contact with you very shortly. In the meantime, if you have any questions, feel free to call us at 502-326-0130.

*We're here if you need us now ...
and we will be here in the future.*

Sincerely,
Amber Bradshaw
Customer Service Specialist
American Family Life Assurance Company of Columbus (Aflac)
Worldwide Headquarters: Columbus, Georgia



A01179 12/31 4/01

Aflac cares about **A Med Ambulance Service** and we're committed to giving you and your employees our best service.

I recently called you to do just that. I am forwarding your information to **Ben Archer** in our regional office. **Ben** or one of his associates will be in contact with you very shortly. In the meantime, if you have any questions, feel free to call us at 504-288-3111.

*We're here if you need us now ...
and we will be here in the future.*

Sincerely,
Lweendo Handia
Customer Service Specialist
American Family Life Assurance Company of Columbus (Aflac)
Worldwide Headquarters: Columbus, Georgia



A01179 10/31 4/01