Find more qualified policyholders

Increase applications by optimizing the phone experience.

When it comes to finding new policyholders, health insurance organizations may want to consider focusing their marketing efforts on inbound calls.

A major national health insurance company has been using Marchex to easily identify successful inbound calls - qualified clients for new insurance policies – and tie the outcome of those calls back to the media that drove them. By identifying specific, high-intent signals across all inbound calls, Marchex has helped this company significantly reduce the cost of obtaining a new policyholder.

Marchex call analytics technology and services can provide deep insights into who called, why they called and what made them convert, helping your health insurance business to increase appointment bookings, customer satisfaction, and revenue.

Find new applicants with the budget you already have

Optimizing inbound phone calls can help health insurance companies get more calls from new applicants within their existing marketing budget. Marchex helps connect media to calls so you can see what channels are working. By understanding why people call, you can field calls appropriately, and increase the number of applications you receive.

Healthcare companies use Marchex to acquire incremental calls and optimize high-performing channels in order to drive more appointments.

WebMD®

healthgrades®

Nationwide Children's
When your child needs a hospital, everything matters.

KAISER PERMANENTE®

Understand the customer journey

It's important to know how callers are interacting with your brand. Marchex can help you connect the journey between online media and offline actions such as phone calls. Gain the insights you need to ensure callers receive a positive experience when they call your company.

Increase revenue at the agent level

Marchex uses natural language processing to learn what a caller is saying during a call, the intent of the caller, the skills of the sales associate, and ultimately the outcome of the interaction—whether that's a new quote request or a missed opportunity. Use these insights to train your agents to ensure a positive caller outcome.

According to a May 2017 study by Forrester[1], customers who call your business are your highest value customers. They spend more, are quicker to buy, and are more loyal.

With Marchex, healthcare companies are identifying meaningful opportunities to gain new policyholders and improve the caller experience. Learn why the largest brands in the industry use Marchex.

To learn how Marchex can help you find more policyholders, visit Marchex.com.

[1] Forrester: Pick up the Phone: Your Best Customer is on the Line
(www.marchex.com/blog/phone-customer-best-customer/)

Marchex®