Allstate®

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— HUMANIZING TEXT-MESSAGING —

Case Study:

How an AllState Agent increased their book of business by **6x**

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AllState Agent increased their book of business by 6x

Case Study

Allstate.

One of the largest insurance providers in North America since 1931, Allstate Insurance provide people with good insurance and are committed to making a difference. They are dedicated to helping rebuild after catastrophes and giving back to their communities, one of the cornerstones of their business. They go the extra mile for their customers, whether it's through helping someone find their father's old Allstate commercial or offering people on-demand roadside assistance.

Allstate believes in providing more than just insurance, they provide their customers with peace of mind.

Challenge

An Allstate agency owner was buying 1,000 leads a month from online marketplaces such as Everquote and was able to achieve a very low 12% appointment booking rate.

The agency was spending a lot of resources trying to contact the leads and set up appointments and was finding ways to improve the appointment set rate from leads purchased.

Solution

The agent engaged the Meera Marketing Automation Platform to adopt a marketing automation strategy through preferred channels of communication such as SMS.

- Meera sent out personalized "white glove" messages to engage the prospective customers with the attempt to set up appointments.
- The AllState Agency used Meera appointment setting features to schedule appointments and warm call transfers.

Actual AI Conversation

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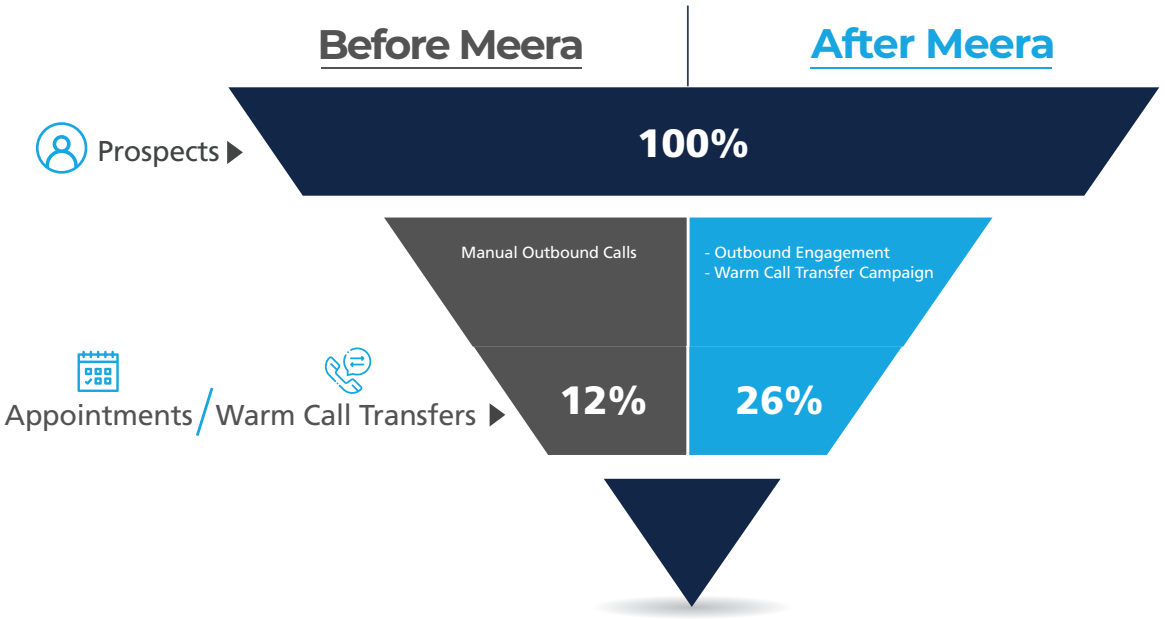

Results

Meera allowed the agent to increase their sales productivity , focusing on signing up more policies and reducing mundane, manual and redundant follow up tasks.

- **Meera Increased the appointment set rate to 26%**
- **Meera was able to increase the appointment set rate by 116%**

As a result of Meera implementation, the agency went from buying 1,000 leads a month to **6,000 leads** because they were able to focus more on writing insurance policies rather than chasing the prospective customers.

About Meera

Meera is a leading Text-Based Automation Platform. Meera specializes in conversational lead development and nurturing. Our A.I powered platform will communicate with your leads using machine learning to start conversations with your sales, marketing or admissions team. This pioneering platform improves conversion rates and boosts sales for clients in all industries.

Streamline your business with Meera's Text-Based Automation platform

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+1 (855) 506-3372 info@meera.ai www.Meera.ai