



Customer Case Study

USA Benefits Group™

America's Best Health Agents

Solution Overview Company

USA Benefits Group

Customer Profile

USA Benefits Groups is a nationwide network of health and life insurance professionals that have been serving small business owners and the self employed since 1988.

Business Situation

The company sought to reduce travel costs and boost sales.

Solution Description

USA Benefits Group now uses the GatherPlace web conferencing service offered through iBoomerang to virtually eliminate travel costs associated with meeting prospective customers.

Healthcare Company Uses Web Conferencing to Successfully Sell to Small Businesses

USA Benefits Group, a division of America's Health Care Program, has been providing affordable health insurance, life insurance, Medicare supplements, long term care insurance, annuities, and numerous other benefits to small businesses since 1988. As the cost to do business the old-fashioned way—selling healthcare insurance “door-to-door”—skyrocketed with travel costs leading the way, USA Benefits Group, needed a better way to cut back on travel and turn a profit. They turned to web conferencing in 2003 and realized quickly that today's customer actually preferred to meet in this manner, and they immediately received a return on their investment and saw their profits sharply rise. Today they are teamed up with iBoomerang, an online marketing company, and use their web conferencing services powered by GatherPlace, and it has transformed the way they do business.

Solving the Face-to-Face Challenge

As any traveling salesperson can attest to, face-to-face meetings used to be the most effective—but costly and time-consuming—way to close the deal, and selling health insurance to small businesses was no different. “In the past, I was wasting 20 hours a week driving to appointments to sell insurance,” said Doug Frankel, President of iBoomerang and Regional VP of USA Benefits Group. “I can't tell you the number of times I drove for 60 minutes for a no-show.”

Doug found a solution in 2003, when he started using web conferencing services to conduct sales pitches. No longer did Doug need to have a meeting on-location to bring his prospects through USABG's product offerings. With GatherPlace, Doug simply shows customers his computer screen instantly while talking with them via a free conference call provided by iBoomerang. He sends prospects a unique four-digit meeting code, which the customer then types in a browser (any platform will do: PC, MAC, Linux, etc. operating on an internet connection at any speed), and they are instantly connected with him in the virtual room without needing to download software. Doug can then present to his customers a view of any presentations, web sites, applications, and/or documents he wants to show them (and get these documents “pushed” to them for download if so desired) in real-time, also called “screen sharing” or “desktop sharing”.



Helping small businesses communicate, collaborate and sell

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“I have personally quadrupled my sales since using web conferencing as the main selling tool.”

—Doug Frankel, Regional VP,
USA Benefits Group

The Benefits

Complete Elimination of Travel Costs to Meet Prospects

The Internet has revolutionized the business of selling, and customers have come to depend on it to provide them with all the necessary tools for making buying decisions from the comfort of their own home or office, eliminating the need for the face-to-face encounter with a salesperson. USA Benefits Group has capitalized on this and has utilized web conferencing to help their customers decide on them for their health care needs. In doing so, they have practically eliminated the need for a travel budget for their sales force.

Reduced Sales Cycle

Doug has sharply cut down his sales cycle using GatherPlace. “With web conferencing, customers can easily and quickly get your pitch and come back for more. Gone are the pressures of setting up a follow-up face-to-face or phone call to answer additional questions a customer may have. Those could take days and even weeks, costing you hot leads in the process. Customers simply come to me through my web site with a request and are connected in no time—no hassles. Also, we sell 100% online with the use of ‘electronic signatures’, so a sale could become instantly closed in the same online meeting in a matter of seconds.”

Extended Sales Reach Means Increased Sales

“I have personally quadrupled my sales since using web conferencing as my main selling tool,” says Doug. “Our business address is no longer a factor. Now, it’s what we have to offer that counts, and we can compete in markets that we had not otherwise been able to.”

Increased ROI from Ease of Use

USA Benefits Group also benefited from GatherPlace’s ease of use. Doug switched to GatherPlace when he realized how user friendly it was and that it did not take any time for his sales force to be up and running with it. It was also very easy to integrate into their web site.

With web conferencing services by GatherPlace, USA Benefits Group has effectively changed the way they do business, and they plan to never look back.