

INTERACTIVE VOICE CALLS FOR MAX NEW YORK LIFE

REQUIREMENT

1. Marketing Insurance Product
2. Lead Generation

SUGGESTION

Use DTMF Technology with Out going Voice call for:

1. Marketing
2. Lead Capture

CHALLENGE

1. 30 Lac Calls to be done in 10 days
2. Lead to be passed on real time to their Customer Care

RESULT

1. 86% Call Picked.
2. 5658 Lead Capture which approximately generates 5.65 Cr business

Thank you !!!