



CRUSADERCONNECT

Out and
in-bound call
centre facility

Making New Sales

Set up in 2010 Crusader Connect utilises the considerable talents of Crusader Assistance and Connected Media to present the insurance industry with a specialist in and out-bound call centre facility.

20 years of expertise and experience

Our own business has relied on call centre expertise and up-to-date technology for the last 20 years; we've taken this know-how and widened our remit to offer insurance intermediaries a new dedicated sales and marketing resource.

You Choose The Level Of **Service** That You Need

Our flexible approach means that you choose the level of service that you need and because of our insurance expertise we work with you to create the best type of sales campaign to achieve your aims.



Call Crusader Connect
now on 020 8607 0799

Or visit
www.crusaderconnect.co.uk

Campaigns

Cross selling to clients – at no cost to you

Many brokers do not have sufficient resources to cross sell their full range of add-on products.

Whilst you focus on your core business, we can offer your clients additional and relevant products. Any sales can be followed up with a customer service call to ensure complete client satisfaction.

Example Campaigns



Selling helmet and leathers cover to motorcyclists



Stand-alone liability to van drivers



Offering excess protection to all those with a motor excess over £350.00



Key locator to all household clients



We know the **optimum time** to make the call

Add on services

We can sell your own add-ons or give you access to ours.

We know the optimum time to make the call and that add-ons sell better after the core purchase has been made. We also know that an appropriate after sale courtesy call makes good business sense.

And the more you sell to your clients, the more you improve your business relationship with them.

Additional Services

Maintaining your client data

Any additional data derived from the exercise can be transferred back to your own database in-line with your strategic requirements.

We will also provide you with regular and accurate sales projections.

Personal Injury and Credit Hire

Our understanding of claims management tells us that not all drivers report their personal injuries; our experienced claims handlers can contact all those who have had non-fault accidents to check for any outstanding claims. In this way you can ensure that all income from your clients comes back to you.

The Crusader Connect call handlers are highly professional and caring in their approach and contact can be made under your own brand or ours.

Failed quotes – generating new sales

Crusader Connect can take your accumulated client data and transform what would have been closed files into hot leads, at better rates than the aggregators.

Opportunities for additional income

Our experience tells us that many brokers have stored client data that is simply not being worked upon.

Talk to Crusader Connect, our flexible approach means that we can help you use this information to your best advantage. As insurance specialists we understand the market and can help you use all of your resources to the full.

Our articulate and professional call handlers always employ best business practice and act in strict accordance with FSA regulation.



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**To discuss how
Crusader Connect can
help you make sales
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