

# Insurance Case Study

A major insurance company that provides insurance to major corporations needed a way to entice employees of their client companies to enroll in the company's group insurance plans or to purchase supplemental coverage for their spouse and/or children.

Using the individual employee's salary, age and rate information Adams was able to develop a customized CRM database that utilizes the employee-specific data to determine the plan calculations and insurance rates for multiple plans that can be offered incrementally or based on specific criteria.

An initial mail piece was sent to each employee to announce the upcoming enrollment period. Adams then produced an enrollment kit that included a personalized letter and separate matching plan summary customized to the individual employee and mailed it in a window envelope along with an Enrollment Application form, brochure and reply envelope. A second version of the package utilized a letter with a link to an enrollment web site created by Adams to expedite the enrollment process and provide important enrollment and response data back to the client.

Adams' print technologies featuring the latest Xerox iGen4 digital presses combined with CameraSmart intelligent inserters provide unmatched flexibility in producing high quality personalized packages. Mailings that are produced simultaneously for multiple client companies can even be combined into a single production stream as the personalized information, logos and client-specific information is dynamically output thereby reducing postage costs and improving turnaround.

*Adams Direct & Media Services is a data-driven marketing company founded in 1965 that specializes in producing high impact direct mail programs for the insurance industry. Our proven expertise in program management utilizes multi-channel messaging capabilities to maximize response and ensure the success of your program.*

