

## DRIPS SUCCESS STORY

### Use Case: New Member Acquisition

Convert more members interested in enrollment discussions via effective conversational outreach.

#### Capture Webform Conversions

A national Medicare Advantage plan learned that Drips conversational outreach was more effective than their outbound dialing vendor at getting members to talk about coverage.

##### Challenge

This payer recognized that while calls are still the preferred option to have enrollment discussions, following up with digital leads from webforms with outbound dialing proved costly.

##### Solution

This payer put their outbound dialing vendor to the test against conversational outreach. Drips worked fewer leads, had fewer touchpoints, and was still able to provide a more effective conversion rate than outbound dialing. Because of better speed-to-conversion and lower cost of sale, this payer moved all webform outreach to Drips.

##### Results

Scheduled inbound calls with Drips resulted in better prepared conversations, translating to improved conversion rates and cost savings.

**58%**

Fewer touchpoints with Drips

**108%**

More effective call to enrolled ratio

**61.9%**

More cost-effective VS outbound dialing

