



## CASE STUDY | WILLIS GROUP

*“Having worked with KMB since 2012, we would have no hesitation in recommending their services, they have an excellent understanding of our market place and the results speak for themselves. Our Account Manager is very proactive in keeping us up to date with the progress of our projects and the insights about the calling results. The information they feed back on data provided once a project is completed is second to none and this aids in our future marketing activity”.*

### CAMPAIGN OBJECTIVE:

To contact appropriate industry sectors around Professional Indemnity Insurance, a number of campaigns are undertaken throughout the year based around Industry Renewal dates the aim is to ensure prospects have a proposal and return the proposal on time and book face to face meetings.

### CAMPAIGN LENGTH:

KMB have undertaken a number of campaigns which vary in length.

### CLIENT DESCRIPTION:

Willis is a leading global risk advisor, insurance and re-insurance broker. With roots dating to 1828,

Willis operates today on every continent with more than 17,000 employees in over 400 offices; this footprint gives our clients security through a reduced counterparty risk; a strong balance sheet, a Global Brand and a large limit of indemnity for our own E&O insurance programme.

**FINEX**, a division of Willis, employs teams of experts in Financial, Executive and Professional Risks insurances providing specialist advice and services to our Financial Institution clients.

### RESULTS:

Excellent results achieved, 15% of decision maker contacts spoken to convert into an opportunity.

**CONNECT WIN GROW RETAIN**

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