

GRYPHON CASE STUDY BROWN AND BROWN



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A LACK OF VISIBILITY

Brown & Brown Insurance, one of the largest insurance brokerages in the U.S., began working with Gryphon to help their thousands of producers meet their aggressive revenue and growth targets. The company was unable to monitor the daily call activity of producers and lacked a way to accurately report on performance consistently across offices and regions.

Furthermore, they were dealing with a lengthy onboarding cycle for new producers as they were unable to identify what success on the phone looked or sounded like. Because B&B had no measurable criteria for success, they struggled to bring new hires up to speed quickly and were holding onto underperforming producers for too long.

IDENTIFYING SUCCESS OVER THE PHONE

► CUSTOM KPIS

After discussing their challenges with Gryphon's consultants, B&B initiated a pilot with a subset of their new producers. The goal was to obtain an understanding of daily phone-based activity levels, track metrics, and set benchmarks for producers based on the behaviors that appeared to be consistently working. The number of call attempts made, conversations had, and the number of appointments set were tracked as Key Performance Indicators (KPIs) for each team and new producer throughout the pilot.

► PILOT PROGRAM

Two 60 day "review periods" were set up for the pilot program to track progress. Data from two review periods was needed because B&B had no accurate prior numbers with which to compare producer performance - since they were not previously capturing sales data. By the start of the second review period, it was clear that B&B was soon to benefit from the capture of accurate data.

KEY PERFORMANCE INDICATORS

Calls Made

↑ 86%

Contacts Made

↑ 41%

Appointments Set

↑ 60%

*OVER THE COURSE OF A 60 DAY PILOT PROGRAM

► CRITERIA FOR SUCCESS

Additionally, calls were recorded so managers could listen to and showcase successful calls, as well as coach reps based on the results of unsuccessful ones. Finally, Gryphon enabled B&B to track the best times or days to call to set appointments, and get the best call effectiveness ratios, to measure progress over time.

"When B&B closed the visibility gap between their reps and revenue, they were able to transform their sales team into a revenue engine that drives long-term growth."

- Gryphon's Client Success Team

THE RESULTS

Because B&B had no previous access to this call activity data, almost immediately leadership began to see positive results simply through visibility itself, even prior to goal setting.

Significant improvement was measured by the conclusion of the second two-month review period. During the second review period, contact effectiveness (# of contacts to set appointments) increased by 14% (33:1, an improvement from 38:1). Reps almost doubled call attempts, which increased by almost 30%.

GRYPHON B&B CASE STUDY

- **REACHING KPI GOALS** Agent call and contact effectiveness significantly improved between Review Period 1 and Review Period 2.

KPIs				
Calls Made	Period 1	17,854	Period 2	33,241
Contacts Made	Period 1	14,836	Period 2	20,983
Appointments Set	Period 1	389	Period 2	621

► BENCHMARKS

The pilot identified the top performers who led the pack in both activity and effectiveness. These behaviors became the benchmark for the region, resulting in a blueprint for producer success and a catalyst for them to generate greater revenue more quickly and efficiently than was previously possible.

► AGENT IMPROVEMENT

Finally, B&B realized a more productive onboarding process. New hire improvement was significantly quicker and more productive between periods 1 and 2. In fact, one new hire set 27 appointments (1516 calls) in period 2, an increase from 16 appointments (1542 calls) in period 1. The agent's call effectiveness improved from 96:1 to 56:1, and his GScore went from a 90 to a 99.

Agent 1				
Appointments	Period 1	16	Period 2	27
Call Effectiveness	Period 1	96:1	Period 2	56:1
G-Score	Period 1	90	Period 2	99

- **REACHING KPI GOALS** As a result of the Gryphon pilot, B&B was able to tackle their onboarding goals head-on by addressing the key to identifying success over the phone; full visibility into the daily calls made by their agents. When B&B closed the visibility gap between their reps and revenue, they were able to transform their sales team into a revenue engine that drives long-term growth.

ABOUT GRYPHON

► OPTIMIZE REP PERFORMANCE TO OPTIMIZE REVENUE GROWTH

Companies with large, dispersed sales teams depend on Gryphon Networks to optimize sales performance and eliminate regulatory risk. We know that the daily activity of your sales team is the leading indicator of success and top line growth. If your team is mobile or working in branch offices, it's nearly impossible to get an accurate read on the calls, conversations, follow-ups, and appointments that happen every day without technology.

Instead, bridge the visibility gap between your reps and revenue with Gryphon. Gryphon's cloud-based technology automatically collects and analyzes call data from any device to transform sales call activity into actionable sales intelligence, delivering significant return-on-investment from customer communications and outreach.



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