

Increasing Conversion Ratios and Retention at Matt North Agency

Kansas City, MO | October 2017

Introduction

Matt North Insurance Agency with Farmers Insurance has been serving the Kansas City area since 2007. A mere 5 years later, the North Agency was awarded to the national insurer's Presidents Council, Farmers Insurance's most elite honor for the top one-percent of agents and district managers. The agency continues to lead and promote the Farmers brand in his community.

Challenges

"Today's challenges consist of connecting with clients," according to Matt North, owner of Matt North Insurance Agency. "Whether it be time, method of contact or simply convenience clients are just busy. We have found that phone calls, email and letters are not as effective as they once were." The agency was using all the tools in their arsenal, but it was just not enough. They needed a better way to reach their clients.

Opportunity

That is when North's Agency decided to use Textel. Now they can get ahold of customers and leads by texting them from their office phone number. "The best thing about having Textel is knowing that everyone at least reads the texts they receive," said Matt. "It is an option that many of our clients are in tune with and find convenient."

Results

North's agency now can easily send out a text for any outbound communication they need with their clients. The agency affirms that there is no other form of communication that receives a better response rate than texting. North's clients have nothing but positive feedback about how easy it is to just text the same number they once called.

From follow up texts after meetings to payment reminders, texting now plays a huge role in the agency's everyday operational flow. "As an agency owner, I also love that the entire team can use Textel at the same time," exclaimed Matt. "We all have different user logins to Textel. When our team responds to a text, we can easily see who responded and at what time the message was delivered. This has helped our agency with accountability and follow up confirmations of all kinds. There is no doubt using Textel has increased our conversion ratios and increased our retention."

Hey Molly! Hope you are doing well! Just wanted to remind you that your auto policy payment is still outstanding and the late fee will be applied next week.
- Matt North Agency

Thanks Matt for the reminder. I'll look at it tonight.

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Matt North,
Agency Owner,
Matt North Agency



Textel, a St. Louis-based company, provides an extensible platform that allows businesses to communicate with their customers, using their existing business phone number. Textel strives to modernize businesses by allowing them to communicate with their customers via text.

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