Subject line 1: Digitally transform your business through outsourcing your insurance processes

Subject line 2: Grow {{prospect company name}}'s by outsourcing insurance processes to {{sender company name}}

Subject line 3: {{prospect company name}}'s outsourcing partner | {{sender company name}}

Intro email

Hi {{first name}},

This is {{sender name}}, {{sender designation}} at {{sender company name}, a leading outsourcing firm for US-based insurance companies. I am reaching out to check if {{prospect company name}} is looking to outsource any of its insurance processes. I am asking because {{sender company name}} can help you overcome challenges such as increasing customer demands, shrinking operating margins, ever-changing regulations, etc., by offering a talented pool of customer care executives who come with in-depth insurance domain knowledge and experience.

Here is the link to our insurance BPM services page for you to have a detailed look at our services:

[Link to insurance BPM page]

Can we please hop on a call this week to discuss how we can help {{prospect company name}} reduce its operations cost by up to 50% by leveraging intelligent automation and a digital-first insurance strategy? Shall I block your calendar for 10 AM tomorrow? Or does the day after sound better?

Regards,

{{sender name}}

{{sender signature}}

Follow up 1

{{first name}},

Did you get a chance to look at my previous email? Even if you didn't, I wanted to share a bit more about how {{sender company name}} can take care of some of {{prospect company name}}'s insurance processes so that you can focus on your core business.

Here is the list of some of the activities we can manage for you:

- New business generation by managing your D2C sales division
- New product launches
- Complete underwriting support
- Claims management - FNOL (First Notice of Loss) and other claims services
- End-to-end policy administration and back-office support
- Timely premium collection
- Finance and accounting
- Data processing
- Management and statutory reporting

In short, {{sender company name}} can be {{prospect company name}}'s end-to-end outsourcing partner, whether you are an insurer, reinsurer, or insurance broker.

Here I am leaving the link to our website for you to learn more about us:

[Link to landing page]

So shall we get onto a call this week where I can take you through the details of how we can add value to {{prospect company name}}'s business by leveraging our domain expertise, scalable delivery model, and state-of-the-art technology? Can I please go ahead and block your calendar for 10 AM tomorrow? If that time slot doesn't work, please feel free to suggest a time that works for you the best.

Regards,

{{sender name}}

{{sender signature}}

Follow up 2

Hi {{first name}},

I just got off a call with a happy customer whom we worked closely with to help digitally transform their insurance business by generating new business and elevating the customer experience. The customer was one of the top 20 insurance companies in the US. In addition to implementing agile delivery methodologies, our 'digital-first insurance' approach combined with our RPA (Robotic Process Automation) solution helped the customer reduce TCO (Total Cost of Ownership) by 30% over a course of one year.

Are you interested in learning how {{sender company name}} can help you achieve the same? If yes, please let me know if we can connect this week for you to learn more about how we can make a difference in your operations cost, customer experience, new business generation, and more. How does tomorrow 10 AM work for a quick chat?

Regards,

{{sender name}}

{{sender signature}}

Follow up 3

Hi {{first name}},

If you are still wondering why you should work with {{sender company name}}, let me share one more success story with you. We recently helped a US-based insurer increase debt recoveries by 35%. And this is how we did it for them:

- Reducing claims processing time by realigning processes and allocating people with the right skills
- Implementing Six Sigma programs to ensure real-time inputs and motivate the team
- Automating the receiving of claims
- Real-time dashboards and reporting

With these steps, we helped the client achieve the following:

- Daily collections increased by 35%
- Reduced claims settlement time by 40%
- Increased speed of sending claims to legal counsel by 90%

Here is the [link to the complete case study] with the details of the engagement and the business benefits the client was able to realize.

{{first name}}, {{prospect company name}} is just one step away from achieving benefits like the above. Would you be interested in hopping on a call this week to discuss in detail how {{sender company name}} can help you improve business productivity by up to 50%? Would any of the below slots work for you for a call?

[list down a few available dates and time slots here]

Looking forward.

Regards,

{{sender name}}

{{sender signature}}

Follow up 4

{{first name}},

It seems like whatever I have shared till now hasn't piqued your interest yet. But let me share an interesting fact with you. We are currently in conversation with a large US reinsurer who could have saved around $1.17 million if they had outsourced their business processes 2 years ago. Better late than never, and hence the company approached us through an existing client's referral. We just submitted a proposal on how we can help the prospect save about $1.54 million over the next 2 years.

{{first name}}, we can help {{prospect company name}} eliminate operational overhead and reduce costs significantly as we proposed to the US reinsurer. If interested, to discuss this further, please respond to this email.

In any case, I wouldn't want to leave you empty-handed. Here are a couple of resources around outsourcing that you might find useful:

- [Link to whitepaper]
- [Link to podcast episode]

Have a great year ahead!

Cheers,

{{Sender name}}

{{Sender signature}}