

## SUCCESS STORY

### THE NEXT LEVEL DIFFERENCE

#### Simply put: it's unwavering execution—Next Level results

The Next Level delivers performance consulting to sales organizations, client service organizations, and call centers. We focus relentlessly on boosting the key metrics that matter most to your business. Example project goals include:

- Increase sales and profitability
- Transition a service organization to a sales organization
- Improve coaching, accountability, and follow up skills of leadership team and sales and service managers
- Transfer best practices to everyone on the team
- Increase business with existing customers
- Improve employee morale and retention
- Improve productivity per salesperson
- Shorten the sales cycle
- Improve conversion rate over phone or face-to-face

Each of these initiatives is achieved through a customized program based around company, industry and cross-industry relevant best practices.

Contact us today to learn how to take your performance to The Next Level.

#### CLIENT

##### Farmers Insurance Group ServicePoint

Kansas City, MO

#### PROJECT FOCUS

To improve the leadership performance of all management levels from each of Farmers Insurance Group ServicePoint centers across the country.

#### OVERVIEW

Farmers ServicePoint is a subsidiary of the Farmers Insurance Group and an industry-leading business solution center designed to support Farmers' field agents. Field agents use ServicePoint for underwriting and as a resource to answer general questions surrounding the different insurance policies Farmers provides to its clients.

The Next Level was brought in to help ServicePoint better their leadership processes to increase the field agents' productivity, job satisfaction, and customer experience. The Next Level created a business strategy designed to improve management's leadership skills through coaching and follow-up, to ensure that performance-driven leadership processes became a part of the fabric of ServicePoint's culture moving forward.

#### OBJECTIVES

The main objective of the training was to create a proven leadership process that every ServicePoint manager could use to build the skills of their front-line agents to improve quality, productivity, the customer experience, and employee retention. Every ServicePoint manager (from the senior vice president to the front-line supervisors) attended a two-day leadership workshop where they learned how to:

- Conduct team meetings and goal setting meetings
- Coach on the fly
- Run leadership walks
- Set expectations to achieve performance driven results.

For four months following the training, The Next Level met with ServicePoint leaders to assist them in transitioning to the new leadership processes and to ensure that results-driven behaviors were being practiced in day-to-day business operations.

#### RESULTS

Just by working at the leadership level, The Next Level Sales Consulting, Farmers ServicePoint was able to realize significant results:

- The Next Level Sales Consulting helped to increase Employee Retention from 71% to 80%. Attrition was also successfully reduced from 29% to 20%. Furthermore, each employee only took an average of 6 months to recoup their training investment, which resulted in a significant savings.
- Farmers ServicePoint Customer Experience Scores have increased from 81.3% to 87.3%.
- Farmers ServicePoint Quality Scores have risen from 83.1% to 88.6%.
- The Next Level Sales Consulting helped reduced Average Handle Time from 8:42 seconds to 8:12 seconds. That is a reduction of 30 seconds per call across the floor.

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