

CLIENT TESTIMONIAL:

“AND Agency recruited all that we needed to meet our difficult quotas.”

Respondents Recruited on the Telephone to Complete an Online Survey, with a 42% Conversion Rate

CHALLENGE:

The client wanted to assess performance of a direct mail campaign that aimed to increase renewal rates among mortgage customers. With a lengthy survey and limited budget, the client deemed an online methodology to be most suitable.

However their customer database only contained phone numbers, requiring a different approach to collect feedback.

SOLUTION:

- AND Agency implemented a recruit-to-web survey methodology, whereby customers were asked a series of screening questions on the telephone to verify whether they were qualified to participate.
- Once the customers were qualified, the interviewers described the purpose of the survey and revealed the incentive for involvement.
- After the respondent was recruited, an email was sent to them immediately providing a link to the web survey.

THE CLIENT:

One of the largest residential mortgage lenders in the country, with approximately \$200+ billion in lending volume. The bank offers mortgage services through a network of 1,000+ branches and mobile mortgage specialists nationwide.

RESULTS:

- Approximately 40% of those recruited on the telephone actually completed the online survey, allowing client to meet their required quotas. Cost to survey customers was significantly lower than if client employed a telephone methodology.

ABOUT AND AGENCY:

AND Agency, LLC delivers an innovative brand of marketing and business process outsourcing. Our mission is to provide engaging solutions designed to improve your brand and strengthen your customer relationships. In simple terms, we strive to inspire and be inspired, and offer a wide range of services to fit your needs and turn big ideas into reality.

Would you like to know more?

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