



**Peachy Insurance,  
Allstate Agency**



## Next Call Club's Impact on Peachy Insurance's Record-Breaking Month

Peachy Insurance is an Allstate agency based in Atlanta, Georgia, who offers a wide range of insurance products, including auto, homeowners, renters, and more.

**1,147**

**Items Sold**

**241**

**Quotes Per Day**

**\$16.31**

**Cost Per Transfer**

Peachy Insurance had long aspired to reach 1,000 items sold in a given month. This task had been a challenge. The team had come close multiple times, but fell short.

However, in August 2023, the agency was determined not to let history repeat itself.

To ensure they hit their goal, Peachy insurance decided to aim higher. The goal was to write 1,100 items, \$900,000 in written premium, and \$1,300,000 in annualized premium.

This strategic decision was based on their recent performance. They had been averaging around 875 items per month with their written premium landing in the \$750,000 range, and annualized premium landing around \$1,200,000.

The math was on their side, with clear equations guiding their daily targets.

Closing at a rate of 21% (Items/Quotes), they needed to secure approximately 236 quotes per day to achieve their goal.



Having averaged around 220 quotes per day in July, they were confident in their ability to hit this target due to their stable of Sales Development Representatives from Next Call Club providing live prospects to their sales people.

Peachy Insurance smashed through their target, finishing with 1,147 items and over \$1,000,000 in written premium.

Behind the scenes was Next Call Club.

## Behind the Scenes: Next Call Club's Influence

Peachy Insurance had a team of five full-time sales development representatives through Next Call Club.

Their goal was a simple one. To make outbound calls on behalf of the agency, convince prospects to take a quote, and then transfer them live to a licensed agent.

This initiative resulted in approximately 100 live transfers from the Next Call Club SDR team per day. Even though their expectation was 15 transfers per person per day, the SDR team exceeded their goals, and their contribution was responsible for 60% of the team's overall production.

The cost per transfer finished at \$16.11 each.



"Next Call Club's contribution to Peachy Insurance's record-breaking month cannot be overstated. Their SDR team's dedication and expertise in telemarketing were essential in achieving our ambitious goals. The cost-effectiveness of this approach has been a game-changer for our agency."

- Andrew Filar, CEO of Peachy Insurance and Next Call Club



### A Collaborative Success for Peachy

The collaboration between Peachy Insurance and Next Call Club exemplifies how strategic planning and effective telemarketing can lead to exceptional results in the insurance industry.

**1,147**

Items Sold

**\$16.11**

Cost Per Transfer

**170**

Quotes Per Day  
from Next Call Club



Next Call Club is your strategic partner specializing in U.S based outbound calling and lead management. We empower agency owners to break through growth plateaus and achieve unparalleled success using data analytics, expert coaching, and high-quality staffing. Ask us how you can join the club.

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