



CASE STUDY: REFERRAL GIFTS

SEE HOW WE CAN HELP YOU BUILD YOUR NEXT PROMOTION

A San Francisco insurance company had an internal contest for their agents in an effort to increase business. Each agent was supplied with our delicious, Signature English Butter Toffee in a gourmet gift box bearing the company's logo. The agent's initial task was to send a follow-up thank-you note to each of their clients and include five of their business cards. The note asked the clients to hand out the business cards if they were happy with the company's service and added that, in return, they'd be sent a sweet reward. The insurance company was overwhelmed with the increase in calls to their agents and the small touchpoints in customer service truly secured a stronger relationship with their current clients.



CHALLENGE

An insurance company was looking for a way to gain new clients.



SOLUTION

The insurance company awarded current clients who handed out the insurance agents' business cards with a branded box of mouth-watering box of chocolates.



RESULTS

The insurance company was overwhelmed with the increase in calls to their agents.



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