



## Welcome Call Campaign Milena Ruseva, Bulstrad Life, BG



### Please briefly describe the initiative.

The Welcome Call Campaign is designed to elevate customer experience for clients who have recently purchased insurance policies. Each month, all new policyholders are proactively engaged through personalized phone calls. These interactions serve to welcome them, express appreciation for choosing our services, gather real-time feedback on their customer journey, verify contact information for seamless future communication, and provide essential insights into post-sale services.

### What were the benefits?

This initiative builds strong relationships with new customers by creating a positive first impression. Early feedback collection allows us to quickly identify and resolve potential issues, ensuring a smoother service experience. This proactive approach boosts customer satisfaction, enhances retention, and provides actionable insights for refining the customer journey. It also ensures accurate contact details for seamless future communication and keeps customers well-informed about post-sale services, further driving loyalty and trust.

### Who were the main stakeholders involved?

- Aftersales Policy Services, responsible for managing and executing the calls.
- Marketing Department, which ensures that the post-call communications align with our brand messaging and customer experience goals.
- Sales Department, which supports the tracking and reporting of customer feedback.
- VIG Group, benefiting from shared best practices through this initiative as part of the broader customer experience improvement strategy.

### What were the major learnings and challenges you had to overcome?

One of the initial challenges was effectively reaching all customers, particularly during peak periods. In some instances, incorrect contact details surfaced, requiring extra effort to update and ensure successful communication. Additionally, some customers did not answer the calls, making it harder to gather feedback and share key information. However, the feedback we did collect has been invaluable in refining our communication strategy and better aligning with customer expectations.



## Going forward, what are your plans to further develop the project?

We plan to expand the initiative by incorporating process automation to facilitate more personalized communication with customers. Additionally, we aim to leverage data to better tailor interactions to meet specific customer needs. In the future, we will introduce additional communication channels to provide greater convenience and self-service options. These improvements will help us gain deeper insights into customer expectations and strengthen their loyalty.

*Are you interested in exchanging with Milena, please feel free to contact her!*

### Milena Ruseva

✉ [m\\_ruseva@bulstradlife.bg](mailto:m_ruseva@bulstradlife.bg)

☎ +359 2 460 41 96