THE CLIENT LOYALTY AND RETENTION GUIDE

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New Horizons insurance marketing

AN INTEGRITY COMPANY

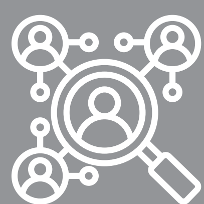
INTRODUCTION

The Importance of Client Retention

It can be tempting to focus your efforts on acquiring new customers, but research proves it's returning customers who are worth the most to your business. Staying in touch with clients can create positive results and helps to create lasting relationships built on trust and service. Your clients are more than a policy — **when they feel taken care of, they're more likely to keep coming back and tell their friends.**

Take a look at a few powerful stats on loyalty:

You only have a **5% – 20%** chance of selling to prospects,



but a **60% – 70%** probability of selling to existing clients!*

72% of consumers say customer service keeps them loyal, beating out price by **50%.****

Sources:
*Kin, Marius. "Customer Acquisition vs. Customer Retention: What Data Says?" Markinblog, June 6, 2021, https://www.markinblog.com/customer-loyalty-retention-statistics/, retrieved January 14, 2025.
**Olson, Sarah. "7 Ways to build customer loyalty (and why it's important)." Zendesk, June 2, 2022, https://www.zendesk.com/blog/build-customer-loyalty/, retrieved January 14, 2025.

BE AN AGENT WHO CARES

A surefire way to boost your client retention is by delivering a positive service experience with a human touch. When you genuinely care about your clients, it will come through in how you interact, building client relationships that last.

Getting Started

Nobody expects you to memorize everything about every client! Luckily, it's simple to use LifeCENTER or MedicareCENTER's Client Management features to keep track of your clients' plans and personal information.

Try learning these things about your client:

- Personal details:
  - Spouse's name
  - Kids' names and ages
  - Birthdays and anniversaries
  - Their job/industry
  - Sports/clubs your clients or their kids are in
  - Upcoming vacations
  - Favorite sports team
- Preferred method of contact: text call email

Once you have these details, you can create reminders in their contact record so you won't forget opportunities to reach out. Plus, Client Connect in MedicareCENTER and LifeCENTER makes it easy to send pre-approved email and text messages to your clients.

Remember, it's harder to "fire" a friend than an agent!

Excellent customer service also earns you easier cross-sell opportunities, more referrals, and higher overall revenue. The more you communicate with your clients, the better your chances will be for retaining them. When your clients know you respond quickly and care about helping them, they'll come to you first with questions and concerns.

Client Connect

This feature offers preapproved messages designed to save time while supporting your clients' needs. You can choose from a range of topics, including:

- Reminder to update PlanEnroll information
- Thank you for enrolling in a health plan or life policy
- Ask client to sign an SOA

WAYS TO KEEP IN TOUCH WITH YOUR CLIENTS

When it comes to staying in touch, there's no single method that supports every situation. No matter how you stay in contact, it's important to communicate your message clearly, professionally and positively.

Emails

These can include event-based messages like enrollment period information or renewal dates, or just keeping in touch.

Phone Calls

Call clients who enjoy talking on the phone! This is a good way to check in, not start a sales pitch.

Cards/Letters

Handwritten notes are a great way to make a personal connection with clients. Use these for holidays or birthdays!

Social Media

Your clients are on social media — you can catch their attention with helpful posts and event reminders.

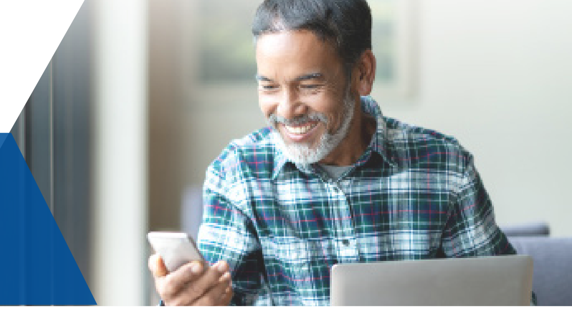
Newsletters

Ask your agency about available newsletter templates so you can share helpful info and fun tips with clients.

REMINDER: Unsolicited phone calls or text messages to beneficiaries to market Medicare Advantage or Part D plans is not permitted. 42 CFR §422.2268(b)(13) and 42 CFR §423.2268(b)(13).

Knowing when to reach out becomes simpler when you get to know your clients and events in their lives. Gather this information through conversations and info they provide, then track in your MedicareCENTER or LifeCENTER CRM!

COMMUNICATE EFFECTIVELY



The old saying, "communications is key" may be ingrained into your brain, but there's more to it than that. No matter what you say, what matters is what your recipient is able to receive:

"Communication is what the listener does." — Mark Horstman

The Importance of Good Communication

Not only does communicating effectively help to create lasting relationships, it can help to create a sense of ease for your client. A satisfied and informed client is unlikely to go looking for advice elsewhere.

You can gain your clients' trust by communicating with empathy and understanding. If your clients feel heard and understood, they'll be more likely to choose you over another agent who does not display these qualities.

When your clients are confident in you to help them with as big of a decision as choosing a Medicare insurance plan, they'll be more likely to choose you as their agent in the future and even recommend you to family and friends.

LISTEN	SPEAK	ACT
Listen attentively and practice patience to ensure your clients feel heard and valued.	Talk with your client, adult to adult, while being kind and never condescending.	A physical demeanor that is welcoming and attentive will help your clients relax and enjoy the meeting.

More ideas on connecting with clients:

Reason to Reach Out	How to Engage
Upcoming birthday	Deliver a birthday greeting – over the phone, in-person or using Client Connect!
Client or their spouse approaching their 65th birthday	Send T-65 information, mailers with new Medicare enrollment information and positive, upbeat birthday greetings.
End of calendar year	Send seasonal or holiday greetings, letting the client know you appreciate their loyalty. For a great personal touch, add a handwritten note saying you appreciate them and you're always available to answer their questions.
Plan renewal date approaching	Offer to renew their coverage to make sure they are still happy with it. You could also send a "Happy Planniversary" greeting on the day the client first signed a policy with you!
Client's personal event	Reach out via email, text or phone call to offer positive encouragement and well wishes before their upcoming sports tournament, convention or vacation.

NOTE: Make sure all communications are approved by your compliance team.

Keeping in consistent contact with your clients can help nurture trusting and long relationships. This helps you to create a steady, reliable source for referrals and generate easier cross-sell opportunities, all while offering personalized service to your clients.

Be more than just an agent, and your clients will start to see you that way — and that's what makes you indispensable!