Gridspace x Diabetic Insurance Solutions
Grace lowers cost of lead qualification and increases sales

Client
Diabetic Insurance Solutions is a life insurance brokerage specializing in assisting individuals with diabetes and other preexisting health conditions to obtain affordable life insurance. Since 2008, they’ve been helping their clients secure life insurance policies tailored to their specific health needs.

Background
Before partnering with Gridspace, Diabetic Insurance Solutions faced significant challenges in managing and qualifying the high volume of leads generated from their advertisements. With a sales team of 12, they struggled to contact all potential customers, resulting in lost revenue, overstretched resources, and missed opportunities.

Additionally, Diabetic Insurance Solutions had to purchase multiple caller IDs to avoid their calls being marked as spam, which became costly. This mounting expense only grew as the brand expanded.

Diabetic Insurance Solutions was searching for technology that met strict criteria:
✓ An autodialer feature to streamline outbound calls to a large number of potential clients.
✓ A solution capable of standardizing routine inquiries and tasks for improved efficiency.
✓ An AI agent that ensures clear communication and maintains high customer satisfaction.
✓ Voicemail detection to automate follow-up calls, emails, and SMS messages.

Why Grace?
Grace is a virtual agent with all the conversation skills of a top-performing contact center agent. She is the most advanced conversational AI available. Grace can answer questions, manage customer data, collect payments, and respond to callers in real-time.

Notable features
Grace can handle over 50,000 concurrent conversations per deployment.

Automatic feature for purchasing and recycling caller IDs.

Enhanced customer experience through natural, friendly conversation.

Grace integrates with top business tools and can automatically sync information collected during calls.

Rapid onboarding: Grace can be trained using existing documentation, procedures, and website content.
Grace automated outreach and streamlined customer acquisition

After a prospect shows interest in Diabetic Insurance Solutions, Grace gives them a call. She explains that she’s calling to follow up on their interest shown through social media or TV commercials and then qualifies them. If she identifies a lead as a good fit, she transfers the call to an agent who can secure a life insurance policy. This process ensures that agents spend their time with pre-qualified leads, improving efficiency and conversion rates.

Grace’s voicemail detection feature allows her to send follow-up calls, emails, and SMSs to prospects who don’t answer her calls, ensuring no lead is left unattended.

“My Diabetic Solution’s Favorite feature

“I would say it’s the auto booking. Once Grace goes through the initial conversation of qualifying a prospect, she automatically integrates with your Google Calendar and then schedules a call so that you can close the deal.”

-Haasan Sanders

Long-term benefits of Grace

Standardization

Grace standardized Diabetic Insurance Solutions’ outbound calling processes, ensuring consistency and efficiency in every customer interaction, leading to reliable outcomes.

Cost Savings

Grace significantly reduced Diabetic Insurance Solutions’ acquisition costs by automating tasks and minimizing reliance on expensive human agents, allowing for more efficient resource allocation.

Increased Flexibility

Grace’s flexible framework allows Diabetic Insurance Solutions to test, adapt, and optimize quickly through customizable workflows and adaptable AI capabilities.

Measuring success

✓ A 60% increase in successful connections due to reduced instances of being flagged as spam.
✓ Lead quality and salesperson bandwidth has improved resulting in more closed deals each week. Approximately 500 deals closed a week.
✓ Significant cost savings from Grace’s automatic number recycling, eliminating the need to purchase multiple caller IDs.

Hear the difference for yourself

Start your own conversation with a Grace bot that’s been trained in medical triage.