

# VOLANS

CASE STUDIE

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# BFSI- Banking, financial services and insurance

## ABOUT

The client is a leading Online platform offering educational video content on various financial and commercial subjects. This included subjects like 'How to Start a Restaurant Business' ; 'How to invest in the stock Market'; "How to register a business', 'Process to get a Business Loan' amongst others. The videos offered professional advice from leading industry experts in an easy to understand language for customers across various strata of society.

## BUSINESS NEED

The client wanted to generate awareness about its platform amongst its target audiences through cold calling and encouraging them to download the app and use it on their phones. The app had both free and paid videos. In addition to awareness, the client wanted Volans to upsell paid subscriptions of its app to customers.

## SOLUTION

A team of 20 dedicated agents conducted outbound calls to a large dataset of audience and educated them about the app, its features, utility and benefits. They also asked the customers to download and register on the app to gain access to videos on a wide range of financial subjects. Next, Volans worked with client to develop an analytics code on the app that captured details of individuals who downloaded the app and viewed a video for more than 5minutes. Such individuals were called by agents and encouraged to subscribe to a paid plan on the app to gain access to the entire content library on the app.

## OUTCOME

**4000+**

Brand Awareness calls  
daily

**5x**

Increase in App Downloads

**95%**

C-Sat Score Achieved



**VOLANS**

**USA | Canada | UK | Australia | New Zealand | India | Philippines**

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