



CASE STUDY: Ohio Farm Bureau

Customer objectives

The Ohio Farm Bureau hired AnswerNet to contact both current and lapsed members to renew annual memberships.

About the Bureau

Founded in 1985, the Ohio Farm Bureau is a member organization consisting of local farmers, community groups, civic leaders and other influencers. The Bureau provides a forum for its members to work closely with public officials on issues that impact agriculture and food production in their Ohio communities. They also advocate on their behalf for good government policy at the local, state and national level.

Membership also includes special offers and discounts on items such as insurance, farm equipment and supplies, home and health, travel and recreation, and more.

The challenges

Under-staffed and under-resourced, the Ohio Farm Bureau was unable to effectively alert active members that their memberships were about to expire, or to reconnect with lapsed members for reenrollment. Additionally, there was no system in place to process membership payments over the phone.

The solution

In an effort to address these challenges head-on, the Bureau hired AnswerNet in June of 2018 to conduct an outbound member expiration alert and renewals call campaign. From its Call Center in Webster City, Iowa, AnswerNet provided the tools to make the campaign run smoothly, including experienced call center agents, a secure payment-processing system and daily detailed reporting.

The results

According to the Bureau, AnswerNet successfully renews 0.42 renewals per hour, with an 8.65% contact conversion rate – a 4.5% jump in renewals per year!

The member outreach call campaign continues to this day.

"Our relationship with AnswerNet is a very strong and successful one. I especially like their detailed reporting that gives me a daily count of renewals, as well as member feedback.

This not only helps me in my overall planning, it also gives me great insight into why members want to be part of the Ohio Farm Bureau."

ADAM CARNEY
Director, Membership Sales



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