

Telesure Business Assist Programme



LEAP has been providing business assistance support services to over 20 000 commercial policyholders of Auto & General, First For Woman, Dial Direct, Budget and Unity for the past 5 years.

The average utilisation levels peaked well over 15% per month and the average satisfaction rate reached 92% since the inception of the programme. Customers utilising the business assistance programme can get advice from lawyers, tax advisors, marketing specialists as well as discounts on purchasing and most importantly new leads for their business – this is all provided at no cost to them! Thanks to all the available benefits a small business can save up over R50 000 per annum if utilising the services and receive new business opportunities so much needed for any business!

What they say about LEAP



"From the positive feedback we continuously receive from our customers, as well as the high levels of services utilisation, it is evident that LEAP is successful in engaging with our business customers who in turn are benefiting from their services."

The most critical achievement on managing the account was to improve their retention rate which has been done very successfully due to providing a meaningful business support to their business customers. In addition, more engaged customers are not only happier spreading positive word of mouth about the brand but are also more willing to take up new products.