



Growing Bonitas

Description

Over the past 36 months, Bonitas has signed up and successfully onboarded about 190 000 new members. That's significantly more than the size of most schemes in the industry.

There are many reasons for the growth of Bonitas, including a diversified product range, good solvency, strong reserves and a high claims-paying ability. But an improved digital marketing strategy and an effective direct sales channel have also played a vital role.

More leads. Lower cost.

Bonitas sales leads reached an all-time high in September 2022, with an astounding 10 139 leads generated for the month. After a steady year-on-year increase since 2019, the number of leads received has soared in 2022.

The best part is that there has been a 900% reduction in the cost per lead since our new digital team took over in 2019.

Improved lead generation

We continuously optimise and update online campaigns to achieve goals and performance indicators set for each phase of a customer's journey. This promotes active lead generation by ensuring that the content resonates with users and drives them to the website to switch to Bonitas.

Google Search remains the best channel for lead generation, followed by programmatic advertising and social media.

Impact of direct sales

With the number of leads increasing, it's almost inevitable that activations will follow suit – and Tendahealth has done a stellar job in making this happen. It has also achieved an all-time high in September 2022 with 1 179 applications activated on Bonitas!

Tendahealth now has a dedicated call centre number for incoming leads, which should further assist in converting leads.

Category

1. Our Subsidiaries

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