

# ANOTHER **RESTAURANT.COM** SUCCESS



## ABOUT AFLAC™

A Fortune 500 company, Aflac™ is the leading U.S. provider of voluntary insurance protection for more than 50 million people worldwide. The company offers supplemental insurance programs to help individuals with expenses not covered by standard medical insurance.

### CHALLENGE

Increase employee participation rates, one-on-one meetings, and secure better enrollment conditions

### SOLUTION

Offer Restaurant.com Cards as incentive for one-on-one appointments with Aflac™ agents

### RESULT

A significant lift in successful appointments and, consequently enrollments

*"I truly believe the Restaurant.com card helped tremendously in our enrollment effort and I am pushing all of my associates to use them at every enrollment moving forward."*

— **Aflac Sales Coordinator**

### THE CHALLENGE

The Aflac™ sales team experienced low employee participation attendance for their one-on-one appointments, the starting point for the sales process. The company required a cost-effective solution to motivate employee attendance and enrollment.

### THE SOLUTION

Aflac™ offered \$25 Restaurant.com Cards as incentive for employees to sign up for one-on-one appointments. The employee received the high-value card once they met with the agent.

### THE RESULTS

The campaign was a success and is now part of their standard procedure when setting up enrollment meetings. The company generated an overall lift in one-on-one meetings, secured better enrollment conditions, and increased their average sales per enrollment meeting.

## **RESTAURANT.COM** BUSINESS INCENTIVES

Restaurant.com is the nation's largest dining deals site, offering more than 500,000+ great deals available every day! Our industry leading incentive solutions build sales and reward loyalty. Grow your business with us. Call (877) 833-2352 or email [Incentives@Restaurant.com](mailto:Incentives@Restaurant.com) to get started today. You can also visit [www.Incentives.Restaurant.com](http://www.Incentives.Restaurant.com) to learn more.

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