Customer Solutions Group

The Hidden Cost of Landline Leads

Aggregator leads convert at 2–5%, which is why leaving 13% underserved hurts.

13% of average aggregator lead pools are landlines and unknown number types, a segment that SMS tools aren't built to reach. **We reach it effectively.**

THE GAP: WHY STANDARD PLAYBOOKS MISS

These leads aren't ignored, just invisible. They're worked daily with tools that weren't built for landlines or unknown number types, quietly capping results. Carriers try three ways to reach them, with limited success.

OPTION 01

In-House Fronter Teams

- Expensive to build.
- Hard to staff during volume surges.
- Quality drifts agent by agent.

OPTION 02

Licensed Agents Dialing Out

- Highest-cost resource spent on uncontacted landlines.
- Underperforms, burns people out, and doesn't scale.

OPTION 03

Third-Party SMS Providers

- SMS can't text a landline.
- Where they do dial, it's typically IVR — the wrong tone for a competitive first impression.

WHAT'S WALKING OUT THE DOOR

What do unreachable leads cost you?

Example: a national carrier buying 100,000 aggregator leads / month at $8 CPL, with 13% uncontactable via SMS.

We'll calculate your gap in our first conversation.

Buying 100,000 leads per month with 13% unreachable

13,000 Leads paid for. Never contacted.

$104K Walking out the door every month.

$1.24M Spent annually on leads never contacted.

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WHAT CSG DELIVERS

Built for the gap. Designed for more.

CSG has worked more than 100M leads across insurance's top brands. For known landlines, we lead with U.S.-based human agents and AI Voice; for unknown numbers, we add SMS where it applies — a full platform matched to the segment, not a single channel forced onto it. The combination drives 30–40% more connections than any one channel alone. Carriers that add this layer recover measurable yield from the underserved segment without changing their existing setup.

Tested cadence, not guesswork.

Agg leads are sold to multiple carriers in minutes. Speed and sequence matter. Decades of testing tells us when to text, when to call, in what order, and how often. Then, we optimize against your data.

We reach the landlines for you.

We address the segment inside your existing lead pool, then route each lead to the channel built to reach it — so none of your leads gets worked with the wrong tool.

Start with the gap. Expand from there.

The same platform extends across the rest of your aggregator pool. SMS where appropriate, AI Voice, and U.S.-based human agents, all optimized on a single, compliance-controlled platform.

Prove it in 90 days.

Run a 90-day pilot on the unreachable segment of your existing aggregator pool. Connection rate and bind rate are tracked from day one against your own baseline. You get weekly reporting and decision-grade data before any expansion conversation.

THE RISK OF NOT EXPLORING THIS NOW

Aggregator leads have a short shelf life. The underserved segment you can't reach today expires whether you've worked it or not, and you've already paid for it. This drags your overall ROI.

> **CSG is the only partner that meets every lead where they are — manual dialing, automated dialing, AI Voice, automated SMS, bound AI, unbound AI — all in one integrated approach, so no lead goes unworked and no revenue gets left behind.**

We'll show you what these leads are worth.

A 90-day pilot on your existing pool, tracked against your own baseline.

LET'S CONNECT
csgconnections.com/request-a-meeting

OR CALL
(888) 925-1075

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