

Case Study:

APICIL Drives High-Quality Lead Generation with EngageOne Video

Overview

APICIL is one of France's leading insurance groups, specializing in supplementary social protection. As part of its strategic expansion into the B2C market, APICIL sought new and innovative methods to engage prospective customers and improve the quality of incoming leads.

Challenge

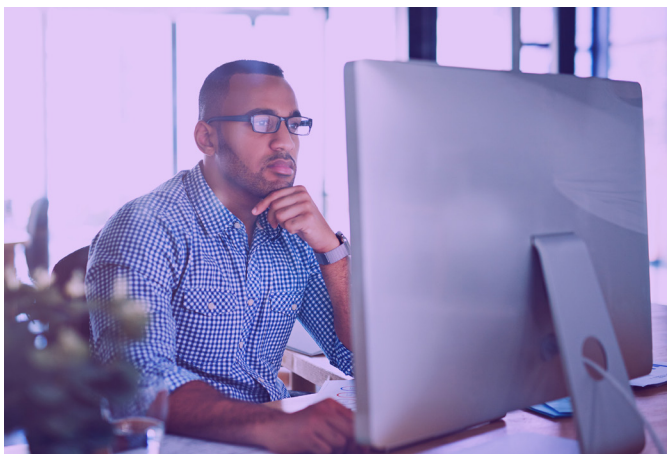
Upon retirement, French employees lose access to the private health insurance provided and subsidized by their employers. Individuals aged 63–70 suddenly face the need to choose their own coverage—at a higher cost and without employer contributions.

This moment of transition represents a high-value, highly profitable segment for insurance providers, especially for supplementary health coverage.

APICIL identified the young retiree segment (63–70 years old) as a priority audience in its B2C development plan. The objective was clear:

- Generate qualified leads from retirees evaluating their new health insurance options
- Educate prospects on the value of APICIL's offerings
- Improve conversion quality and reduce manual qualification work for sales teams

Although APICIL already had functioning lead-generation programs, the team sought new, more engaging approaches that would enhance lead quality and offer a personalized customer experience.



Company makeup

- Headquartered Lyon, France
- 1938 company founded
- €16 M dedicated to social action & philanthropy

Solution

- [Precisely EngageOne™ Communicate](#)

Solution

To bring a fresh, personalized digital experience to an older demographic, APICIL deployed [Precisely EngageOne™ Communicate](#), using its interactive video capabilities to:

- Personalize content based on user inputs
- Dynamically calculate and present individualized insurance pricing
- Guide prospects step-by-step to help select coverage levels
- Encourage viewers to share their contact information for follow-up

Implementation was led by [Paragon DCX](#), APICIL's integration and creative services partner. Paragon managed the project end-to-end, from consulting and design to deployment. The interactive video guided users through:

- Six questions to assess preferred coverage levels (low, medium, high) for key health insurance categories
- Four additional questions on location, family composition, and birth date
- Personalized fee calculations and coverage recommendations
- A contact submission step for viewers to receive a follow-up proposal

Despite initial concerns about the 63–70 age group's comfort with digital tools, the experience proved intuitive, engaging, and effective.

Results

The campaign delivered strong performance, including:

- 200 highly qualified leads generated
- 13% conversion rate into paying clients, with expectations for continued growth as insurance decisions typically take several months

Leads enriched with detailed self-reported information, enabling sales teams to produce formal proposals even when prospects were not immediately reachable

These results demonstrated that interactive video is a powerful engagement tool, even for demographics not traditionally considered digitally enthusiastic.

Overall, EngageOne helped APICIL:

- Capture more complete and actionable customer data than traditional web forms
- Provide the sales team with richer context to accelerate follow-up
- Reduce the time spent qualifying leads manually
- Modernize the customer onboarding experience in a competitive market

APICIL's deployment of Precisely EngageOne Communicate demonstrates how modern, interactive experiences can transform customer engagement, even among traditionally offline audiences. By combining personalization, simplicity, and guided decision-making, APICIL has improved lead quality, increased conversions, and laid the groundwork for broader digital innovation.

“We were looking to improve the quality of our leads, and this interactive video met our expectations perfectly. It allowed us to gather much more precise information, better understand the needs of young retirees, and provide sales teams with the right contacts from the very first interaction.”

Alexandra Hullard,
Digital Transformation Director, APICIL