



**28% Lift in Objection Handling,**  
**3.7× More Agent Practice,**  
40+ Hours of Manager Coaching Time  
Saved/Month

Health

Insurance

## KEY STATISTICS

**+28%**

Objection Handling

**3.7x**

More Practice

**40+ hrs**

Saved/Manager/Month

## ABOUT GLOBE LIFE INSURANCE

Globe Life is one of the nation's largest providers of life and supplemental insurance. Their agents make thousands of outbound conversations each month, warm referrals, cold outreach, beneficiary calls, and no-cost benefit follow-ups. As teams expanded, leadership needed a scalable, measurable way to lift call quality, strengthen objection handling, and reduce training overhead. Outdoo.ai became the engine behind that transformation.

*"Our reps hear objections nonstop. Outdoo gives them a safe way to practice every one before they ever dial a real customer."*



*-Beau Cullen, Globe Life Insurance*

## CHALLENGES



### **High-Volume Outreach, Uneven Quality**

Performance varied widely across agents, especially in storytelling, questioning, and closing clarity.

### **Cold Call Difficulty**

Warm calls consistently outperformed cold outreach, limiting early-stage conversion potential.

### **Skill Gaps Hidden in Live Coaching**

The lowest-scoring skills across every script were: Discovery questions, Storytelling, Time management, Confirming appointments

### **Inconsistent Coaching Availability**

Managers spent hours each month running mock calls without standardized scoring or insights.

*"Every call we get is objection after objection. The challenge is building real muscle memory, and we needed a scalable way to do that."*



*-Beau Cullen, Globe Life Insurance*

## SOLUTION WITH OUTDOO AI

### 100% Role-Play Coverage Across Real Scenarios

Agents trained on all major Globe Life conversation types - Beneficiary referrals, No-cost referrals, Discount card renewals, Warm inbound follow-ups, Cold outreach.



### Multi-Persona Practice

Outdoo simulated realistic behaviors, older callers, time-pressed callers, and cooperative callers, mirroring the three most common personas the team encounters daily.

### AI Benchmarking Across 8+ Critical Skills

Every simulation scored agents on rapport, personalization, storytelling, objection handling, questioning, time management, and closing precision.

### Instant Feedback Loops

Agents improved faster through immediate coaching delivered after each practice call.

### Scalable Coaching Model

Managers shifted from manual mock calls to targeted coaching using Outdoo dashboards and insights.

*"We just copy our scripts, paste them in, and Outdoo builds the bots and scorecards. Setup is effortless, and iteration is fast. The personas feel real, someone older and not tech savvy, someone rushed, someone open to talk. That's exactly our world."*



-Beau, Globe Life Insurance

## IMPACT & BENEFITS

### **Faster, More Confident Ramp-Up**

Agents completed nearly 3× more structured practice than with traditional coaching; dramatically increasing repetition and confidence.

### **+28% Improvement in Call Quality & Objection Handling**

Significant gains were seen in storytelling, confidence, objection recovery, and controlling the call flow.

### **4 Days Saved per Manager per Month**

By shifting repetitive coaching into Outdoo, leadership regained the equivalent of **4 full workdays every month i.e, more than a month/annum**, time that was redirected toward strategy, deal support, and higher-impact coaching moments.

### **Warm-Call Excellence Across the Team**

Warm scripts consistently scored higher across rapport, personalization, and objection handling.

### **Clear Coaching Priorities Identified**

AI surfaced the most critical improvement areas:

- Questioning
- Storytelling
- Closing clarity
- Objection reframing

Enabling personalized coaching plans instead of one-size-fits-all sessions.

*"If someone does ten roleplays in Outdoo, you can see the improvement instantly on real calls. The speed of feedback is huge. We tweak a bot, test it, and improve the training loop in hours, not weeks."*



*-Beau Cullen, Globe Life Insurance*

## Conclusion

By adopting Outdoo.ai, Globe Life built a modern, scalable coaching engine that elevated the entire agent force.

The company achieved:

- Stronger objection handling
- Higher call quality across all scenarios
- Nearly 3× more practice volume
- Significant reduction in coaching workload
- Better warm-call and referral performance
- A repeatable, always-on training system

**Result:** A more confident, consistent, and high-performing agent team capable of handling any customer scenario with clarity, confidence, and control.

*“Outdoo makes our reps better before they ever get on a real call. It’s become our go-to engine for building confidence and consistency.”*



*–Beau Cullen, Globe Life Insurance*