



“INXPO’s Business TV is directly impacting sales, notably helping us to sign a major client within days after viewing video content on the platform.”

- Aon Representative

Who is Aon

Aon plc is the leading global provider of risk management, insurance, human resources solutions and outsourcing services. Aon has an employee base of 66,000 people working in more than 120 countries. Aon’s client-focused approach to risk products requires specialized expertise. Aon Risk Solutions has an extensive “Producer Team” and was faced with providing the team a tool to enhance their product knowledge to become more efficient and increase revenue. ARS had enough written content to offer to their team but realized their Producers were unable to find specific product information in a timely fashion, let alone the time to absorb the information.

Goals

- > **Provide** Producer Team with timely relevant content on a consistent basis
- > **Utilize** a tool to organize and group written and video content for easy search and access
- > **Leverage** video content to educate the Producer Team to increase knowledge and revenue

Approach

Aon plc. partnered with INXPO to leverage **Business TV**, later renamed “ARS TV”, to stream live and on-demand sessions to achieve greater audience engagement with their Producer Team. ARS TV allows Aon to upload videos on specific Insurance products, filmed in the field by industry experts that can be used throughout their Producer network to educate employees, clients, and prospects. Partnering with INXPO, ARS has been able to extend its reach and communicate more frequently and more effectively with their global audiences creating a comprehensive content plan that has aided their overall sales.

Results

3,000
employees
engaging with
interactive video
content on ARS TV

325
live and on-demand
video webcasts
produced

18,000
video views
world wide

30+
thought leadership
channels created
to educate and
inform employees