

IVR Solution helps the contact center of Malaysia insurer becoming self-service



Overview

Customer

The number one life insurer in Southeast Asia

Industry

Insurance

Geographies

Malaysia

Technology

Edify comprehensive multi-channel platform

Business challenges

Our client is the number one life insurer in Southeast Asia with its headquarter in Malaysia and parent company in New York. To serve the customer across different regions better, it has paid great effort in linking the branches and regional head office in an information network. It results in the provision of online support in real time to both policyholders and company representatives.

The company is aimed to continue improve efficiency and cost effectiveness of customer services, so as to pass the benefits on customer in the form of lower premiums, higher returns and better support. It is therefore looking for ways to incorporate technology and automation in its customer contact centre operation.

ITApps Solutions

Edify— a comprehensive multi-channel platform that integrates with CRM applications and infrastructure components to provide self-service automation was implemented in the contact centre.

Comprehensive multi-channel self-service desk

Customer and insurance agents no matter reach the service desk by means of voice, email or fax can self serve them to retrieve commonly requested information from existing database. Calls with more complex requests will be transferred to the relevant customer service representative (CSR).

Single number for multiple departments

Both policyholder and company representative can dial for a single number to access to different departments like Account Servicing, Sales and Marketing etc. The IVR can route calls to relevant department according to enquiry nature.

Integration with CRM application and infrastructure

The IVR solutions integrated with existing CRM application, information related to insurance policies can be retrieved from two existing sources namely the Polling Station and the Sybase Database. It is an open platform that integrates with existing infrastructure Lucent PABX, IBM mainframe and MS-SQL without further information technology investment.

Solutions features

- Comprehensive multi-channel self-service desk
- Single number for multiple departments
- Integration with CRM application and infrastructure

Benefits

- Enhanced contact centre productivity and operational effectiveness
- Increased customer satisfaction and retention

Technology

Edify Self-Service IVR

Proven Returns on Investment

Enhanced contact centre productivity and operational effectiveness

The solution results for 60 percent of call automation, it streamlines customer inquiries and transactions with customer self service for fast and efficient information requests. The capability of call centre is therefore increased significantly with the same number of agents employed.

Increased customer satisfaction and retention

Customers can quickly seek and receive information or help without needing the service of a CSR, which in turn increases customer satisfaction. On the other hand, with the customer information extracted via the IVR, the CSR is more prepared to serve the caller and hence shortens the interaction time and increases first call resolution.



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