

Leading Insurance Company Enhances Customer Services with ITApps Multi-Channels Contact Center Solutions



Overview

Customer

Insurance company offers a comprehensive range of both individual and group products

Industry

Insurance

Geographies

Hong Kong

Business Challenges

- Continue improve customer service level to stay competitive
- Limited customer self-services
- Lack of computer telephony integration

Solution

- Apropos – Syntellect Multi-Channel Interaction Management Suite

With the demand for better customer service and the challenge of balancing between high quality service and lowering operation cost, a leading insurance company chose to deploy ITApps Multi-channels Interaction Management Solution for its 25-seats contact center to improve its customer service level.

The company has more than 30 years of experience in the insurance industry offering a comprehensive range of both individual and group life and medical insurance, general and travel insurance, tailored to meet the needs of individuals and corporations in Hong Kong.

Business challenges

With the objective to improve customer service level, the company was challenged with high cost in supporting the ever increasing large call volume. The legacy system the company previously employed was lack of automated call handling and limited customer self-service support which caused a high demand on the manpower of customer services representatives (CSR). In addition, with the lack of computer telephony integration (CTI) capabilities, agents were not given sufficient information regarding the customer profile and interaction history and hence, prolong the talk time of each call.

ITApps Solutions

The company chose to deploy the **Apropos - Syntellect Multi-channels Interaction Management Solution** in a 25-seat agent environment at its contact center. It is a complete contact center solution including IVR, CTI integration, agents and supervisors, cradle-to-grave comprehensive reporting, which ride on a reliable and flexible IP telephony infrastructure.

With the challenge of improving Contact Center operations, disparate technologies, information integration and increasing labor costs, the company has identified ITApps as its core contact center solution provider to help address these continuous challenges by implementing an end-to-end application which can easily be integrated to its existing infrastructure.

Solution Features

- Intelligent Skill-based Routing
- Single, Multimedia Visual Queue
- Real-time reporting capabilities
- Fully-integrated Multimedia Capability

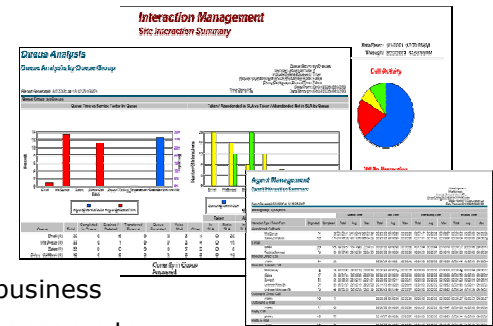
Business benefits

- Performance Analysis
- Enhanced customer service level
- Improved agent productivity

The Benefits

Performance Analysis

Apropos' powerful real-time and historical reporting capabilities provides the information that enables the company to track and analyze performance and identify business trends, allowing supervisors and managers to understand the true performance of the center as well as understand the level of customer service they are providing.



Enhanced customer service level

The company has managed to improve their customer service level after the implementation of Apropos from ITApps. The automatically distribution of calls to specific agents differentiated by Life/General Insurance skills has promoted a proficient and effective response. Agents are able to view all types of interactions from a single multimedia queue which allowing them to have quicker, more efficient and effective response.

Improved agent productivity

Agent productivity is also improved through the real-time monitoring facilities. Their performances are being reviewed and monitored by supervisors to ensure quality of customer services.

About ITApps

ITApps is a Pan-Asian, full-service consulting, systems integration, and outsourcing company, committed to delivering innovation. Established in 1992, ITApps specializes in IP communications, contact center solutions, performance optimization, and customer relationship management (CRM) applications. It has completed more than 1,000 call center and telecommunication infrastructure projects serving over 500 corporate customers. With the strong and close strategic alliance with Apropos, ITApps has been successfully selling, deploying and supporting Apropos for over 10 years and ensure customer access to leading-edge technology.



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