

C&W WORLDWIDE CUTS A MAJOR INSURANCE COMPANY'S COSTS

WHAT WE HELPED OUR CUSTOMER ACHIEVE

We moved them significantly forward on the path to automation using network-embedded IVR (Interactive Voice Response) services. This drove down the cost of customer self-service, and improved satisfaction by making agents more productive.

- **Some of the key benefits we brought to the customer were:**
- **Reducing customer policy retention and servicing calls to contact centres by 35%**
- **Providing significant savings through increased automation**
- **Creating a flexible and scalable solution**
- **Integrated with web and telephony systems**
- **Enhancing customers' experience, satisfaction and loyalty.**

THE CHALLENGES WE HAD TO OVERCOME

Cable&Wireless Worldwide has been helping this household name in Insurance develop their systems since 2001. In an increasingly competitive market, cost saving has become a priority. They needed to provide an integrated channel service, offering customers the choice of online and VCA (Virtual Customer Advisor) facilities as an alternative to speaking to a call centre advisor for certain transactional and admin activities.

This customer needed to substantially increase business via the web and VCA, to cut the cost of dealing with calls in contact centres, while enhancing customer satisfaction.

HOW WE HELPED

We introduced a VCA as part of their integrated channel service, offering customers an alternative to speaking to a call centre advisor on certain policies. VCA is an IVR system delivering call steering, caller identification and verification, quote and renewal acceptance and card payment, requests for duplicate documents and proof of no claims discount, and missed payments calls.

With VCA, our customer can choose the most appropriate agents to take a particular call. VCA also delivers single standard reporting of customer contacts, seamless offshore contact centre operations, and easy access for all agents to applications such as QueueBuster, Call Recording and Workforce Management. Critically, it also provides a single point of control and upgrade, ensuring all agents and customers enjoy a consistent experience.

To see how we can help you save costs with Interactive Voice Response services, please contact us:

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