callvu

Global Insurer Accelerates Sales and Service Processes with Digital CX Automation

Insurer boosts sales and saves $millions in support costs by diverting millions of contact center calls to digital self-service.

Backgound

A global insurer was eager to drive operational efficiency and improve customer experience by deploying digital tools within their contact centers. Like many companies, they had an urgent pain point - contact centers had become a cumbersome and expensive bottleneck for claims and account management.

With 16 million calls per year and 9,000+ agents worldwide, this company understood that digital self-service could deliver millions in new revenue and reduced costs annually.

Program Goals:

- Dramatically cut overall call volume and AHT for processing claims
- Deflect hundreds of thousands of status and account update inquiries every month to digital self-service
- Provide visual comparison tools to accelerate decision-making processes for new policies in telesales workflows
- Reduce sales cycle by helping customers make the right choices faster

Highlights

30%	**25%**	**28%**	**1.2 Million**
Decrease in Average Handle Time	Increase in First Call Resolution	Increase in Close Rate	Low-value support calls deflected since launch

Solution

The insurer leveraged the FICX platform to develop digital workflows aligned to key customer use cases. Each new process flow eliminated friction, improved business metrics, and aided customer experience.
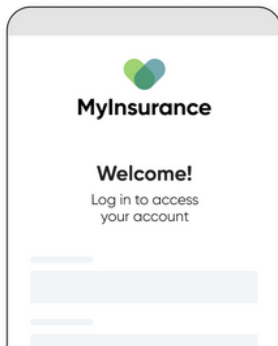
FICX helped pinpoint the most common call drivers and the value that a CSR-led interaction delivered to the company and customer. Low-value balance inquiry and claims status questions could then be

seamlessly diverted to self-service. FICX digitized call center first-notice-of-loss and claims initiation processes to reduce average handle time and maximize first-call resolution.
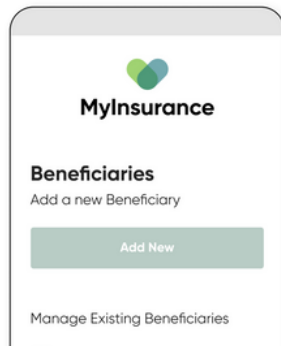
For Sales, FICX and the client developed visual tools to help customers understand policy features and select the best policy more quickly. These tools were delivered via text links and push notifications.
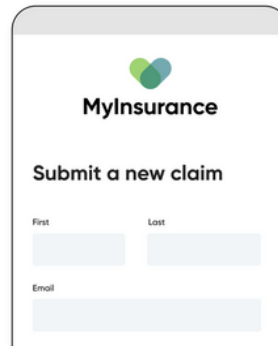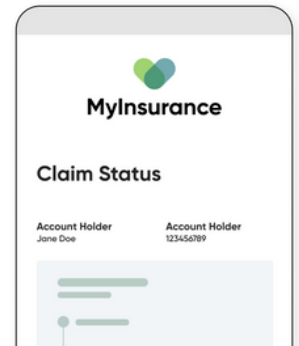
Digital CX Automation Examples

Authentication

Welcome!
Log in to access your account

Beneficiaries

Beneficiaries
Add a new Beneficiary

Add New

Manage Existing Beneficiaries

Claim Submission

Submit a new claim

First   Last

Email

Claim Status

Claim Status

Account Holder   Account Holder
Jane Doe   123456789

Results

Working with Callvu accelerated development and implementation cycles by months.

During year one, the client saw a significant improvement in agent productivity, process completion, and self-service usage.

- 30% reduction in average handle time for contact center calls (AHT)
- 25% increase in first contact resolution for contact center calls (FCR)
- 50% decrease in new customer abandonment
- 4-day decrease in average time to process claims

Ready to automate CX?