Cloud solution assures consistent customer experience

Rapidly expanding insurance company improves productivity and service quality

A launchpad for business growth

Blue Insurance entered the market as a startup in 2003. Today, it works with clients internationally and is firmly established as the leading supplier of personal lines insurance in Ireland.

With core niche markets close to saturation, the company sought to expand into areas like pet, gadget, marine, home, and motor insurance. They believed that a new world-class, future-proof contact center would power that growth. Local specialist, Gema Consulting, helped develop the vision and scout out the right solution.

Shane Kinahan, Head of Contact Centre, Blue Insurance, said: "With us every step of the way, Gema Consulting helped capture technical requirements and adjudicate the tender. The Genesys platform scored highest not only for inbound and outbound but also for our omnichannel future."

Conferring greater flexibility and control

Installed and managed by Gema Consulting, the Genesys Customer Experience Platform deployed in the cloud helps Blue Insurance offer a greater number of facilities with greater flexibility, including extended opening hours. Reporting has improved, too, with the introduction of dashboard management. In addition, the fully hosted solution has radically changed the technology set-up, taking contact center control from the control of third-party suppliers.

“We have much more control over service levels, for example, by being able to build our own routing rules and change key performance indicators for new products,” Kinahan said.
SUCCESS STORY: BLUE INSURANCE

Revealing customer behavior insights

Built on open standards, the Genesys platform integrates, straight out-of-the-box, with most leading CRM software. That capability helps Blue Insurance track every interaction and tightly orchestrate customer journeys. It also simplifies tasks and reduces advisor workloads by automatically transferring leads from outbound campaigns to the Salesforce CRM database.

In addition, the company benefits from insights revealed by Genesys Quality Management. “By closely observing and anticipating customer behaviors, we can intercept potential problems before they impact service quality,” Kinahan said. “That simply wasn’t possible before.”

Improving service and compliance at lower cost

Advisors now work more productively and are able to upsell and cross-sell more effectively. New recruits usually start by focusing on smaller products. As they build knowledge and expertise, they take on more complex varieties. Quickly adaptable IVR options steer traffic to the right skill sets. Service is more transparent. Customer can complete customer satisfaction surveys on the spot and they are shared through the Trustpilot online review community. The platform records calls to meet compliance requirements.

The company forecasts a 10% headcount saving using Genesys Workforce Optimisation tools. It will no longer have to hire as many staff to cover holidays and absences. Moving from an outsourced to a cloud-based model has also eliminated the need to maintain on-premises contact center infrastructure. This simplifies budgeting by replacing unpredictable capital expenditure with an easy-to-manage monthly operating cost.

As the business continues to expand over the next two years, the number of advisors is expected to rise from 40 to more than 200. Potential innovations include exploring speech analytics for detection of issues like compliance anomalies and agent training shortfalls.

Kinahan said: “The great thing is we can use our Genesys platform to design, monitor, and tune customer journeys for a more consistent experience.”

To learn more about the products and solutions featured in this case study, go to www.genesys.com.

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RESULTS

Ability to grow
without capital investment

Greater control
over service levels

Higher workforce productivity

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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