

Cloud-based platform eliminates customer experience risk

Optimind Winter brings best practices to service quality and agent efficiency



optimind winter 
manage risk build your future

Customer: Optimind Winter

Industry: Insurance

Location: France

Contact center agents: less than 75 agents

Challenges:

- Improve customer experience and satisfaction levels
- Create future omnichannel innovation roadmap

Solutions:

- Genesys PureCloud

Push past barriers to innovation

Renowned as one of French's leaders in risk management systems, Optimind Winter knows all about helping clients transform their operations.

Their contact center is key to making sure that insurers, banks and other large companies get the best practice expertise they need—first time, every time. But with an expensive-to-maintain and hard-to-adapt telephony system, Optimind Winter felt pressure to improve. Service suffered from unreliable connections and, when lines went faulty, agents weren't aware they were missing calls.

A fast-changing marketplace presented further challenges as customers sought more convenient ways to do business, especially with digital channels. "Our contact center was pushed

beyond its original design capabilities," said Thibaud Hager, Director within Employee Benefits, Optimind Winter. "We had to improve customer engagement and simplify IT management."

Dependable service unlocks human talent

To correct these problems, Optimind Winter—with support from their trusted IT partner Coverage Communications—created an innovative cloud-based contact center. "PureCloud performed well during tests," said Hager. "The overall simplicity, combined with new features like chat, video conferencing and desktop sharing, were particularly impressive."

Since going live with PureCloud, Optimind Winter has made improvements in key areas. Customer service runs without interruption and no longer suffers from IT outages, ensuring calls aren't missed.

SUCCESS STORY: OPTIMIND WINTER

Supervisors can see and manage traffic queues in real time, something that wasn't possible before.

In addition, skills and knowledge are no longer buried in silos. Agents can easily transfer calls or share expertise via chat messaging. "The nice thing about PureCloud is that it's intuitive," added Hager. "So, there was no need for intensive agent training or bulky user guides. Everyone quickly adapted to the new tools."

Consistently high customer experience

Clients have noticed changes, too. They spend less time waiting and, when they speak with an advisor, they receive service faster. "Our agents are able to work more efficiently," said Hager. "As a result, we complete 90% of customer interactions in five minutes, compared to 75% previously."

Trying to change hygiene factors, like background music that plays while customers wait, used to be difficult. Now it's done on the spot. Similarly, the callback facility, which was hit or miss before, now works efficiently every time. These touches combine to create a more satisfying customer experience, which has led to a significant reduction in complaints.

Personal interactions handled with care

Because of the nature of work at Optimind Winter, clients contact the company to register details of injuries and deaths. "These kinds of situations are highly personal and require sensitive handling," said Hager. "It's another reason why we invested in a professional, top-class contact center platform."

Optimind Winter has plans to expand, using Genesys PureCloud to build a better dashboard to manage KPIs. Other innovations will include using the cloud-based platform for agents to proactively offer assistance when customers visit the company website.

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

RESULTS

18 million

monthly crosschannel contacts now handled by one department

86%

of customers routed to the best agent within seconds, irrespective of channel

10 seconds

average hold time cut per interaction

50%

reduction in IVR handling time

ABOUT GENESYS

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