

Ditzo



Customer story

Reducing live customer contact.

How a leading Dutch Insurance group reduced 50% of live customer contact with intelligent self-service.

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1. Key achievement

By considering what its customers were trying to achieve, the insurance company began to work on decluttering its online service environment. It now focuses on self-service and only presents live channels in specific situations. This ensures that 90% of all customer conversations are dealt with automatically and that zero inbound calls are received. Consequently, customer satisfaction has increased while service costs have decreased.



2. Problem

Large corporations have many customers. These customers keep your business afloat but can also put serious pressure on your service costs. It's your job to keep them happy and loyal.

Customers all face challenges. They reach out to you and need your assistance to help them achieve their goals. Every time they reach out to you, you are presented with an opportunity. An opportunity in which you can help your customers in an effective and personal way to build trust and loyalty.

But when your customer conversations grow, your service operation needs to grow as well. When you serve thousands of customers a year, you need to have an operation in place that scales without increasing the cost-to-serve. Therefore, it makes sense to automate some customer conversations, so your service operation becomes flexible and cost-efficient.

The major Dutch insurance group also began to experience the pressures of a growing customer base. As the workload and amount of open tickets in its service center increased, they began to fall behind in their response time. Customers reached out via phone, email and chat and it was hard for the company to keep up.

At one point, it took the company 10 days to respond to certain requests. Costs went up. Customer satisfaction went down. The entire operation was inefficient and it was time to find a solution that could solve the problem fast.

Kies een onderwerp waar we klanten vaak mee helpen

3. Solution

Together with DigitalCX, a strategy was developed that would focus on self-service. When customers can get jobs done by themselves, there will be little need for live conversations. Should customers experience a situation in which self-service is not sufficient, they can then be diverted to a live channel and continue the conversation there.

The Dutch insurer developed a service strategy where it doesn't open up all of its service channels at once. Instead, it opens up the most appropriate for a particular question or problem. This declutters the experience for the customer and streamlines the inbound traffic. Everybody wins.

Customers on the website don't even see contact details at first. They see a self-service portal where they can go and get their questions answered automatically. Should they get stuck, the insurer shares the most appropriate channel for live contact. The phone number is hardly ever shown, only in sensitive and complex situations when customers truly need to speak with someone.

This self-service approach has enabled the company to **cut its staff in the contact centre by 50%**. At the same time, NPS has increased from **+6,8 to +13**.

Offering self-service benefits both parties. It keeps things simple for the customer, while keeping the pressure off the contact centre.

By really focusing on your customers and understanding what they're trying to find/accomplish when visiting your website, you can create a customer journey that helps both your customers and your business.

DigitalCX allows you to converse with customers automatically to help them get their job done. Every time your customers want to ask a question, they simply go to your (mobile) website and type in their question(s). DigitalCX will recognize the question(s) and return a helpful answer. When DigitalCX is integrated with your CRM, it can even recognize customers and use context to give them personal and very specific answers.

When questions or problems get too complicated, or a valuable opportunity opens itself up during a conversation, you can seamlessly transfer the conversation to a live channel to maximise value. This warm transfer means that the customer can continue their conversation in the same screen, without having to re-enter their questions or personal data. The agent picks up the conversation right where it was.



4. Results

The results at the insurance company are impressive. The service department has become efficient and effective. With the help of DigitalCX:



**90% of all questions
are answered
via self-service**



**Total live contacts
reduced by 50%**



**Remaining live contacts
handled through live chat
and WhatsApp (>90%)**



**NPS improved
from +7 to +13**



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