

# Velocity in Call Centers

A leading insurance company saves millions of dollars annually using Vivísimo's Velocity Information Optimization Platform to effectively manage inbound customer calls.



## Background

Customer acquisition and retention is extremely challenging. Customers dictate the way companies develop, sell and service their products and solutions. Providing customers with a positive experience on a service or sales call is extremely important—the smartest organizations maximize each interaction they have with customers. Improving the customer experience has become imperative for organizations wishing to succeed and remain competitive.

One leading insurance company employed Vivísimo's Velocity Platform to integrate data across multiple sources and applications to effectively manage inbound customer calls. This company has been recognized as one of the top insurers in the industry for the past 50 years. They pride themselves in delivering tangible value to their customers, members and stakeholders. Their mission since inception has been a commitment to providing cost effective insurance, but with several business units each providing specific offerings, they began noticing a rise in call volume with unacceptable average handle times (AHT). Unfortunately, their call center had become a costly bottleneck.

What the call center agents needed was to have all customer information at their fingertips; the faster they could find accurate, relevant data to answer a customer's question, the shorter the AHT and the more efficiently the call center would operate. But information was siloed and hard to gather. Executives immediately took steps to address this problem.

## Vivísimo's Solution

This organization has many different and separate applications supporting the call center agents. These range from a customer care document repository, an alert repository and a policy repository to an Oracle Database that houses key customer information. Call center agents sometimes had to access all applications to handle just one call—opening multiple windows and jumping from one application to the next.

This industry standout quickly integrated Vivísimo's Velocity Platform into their call center environment to seamlessly connect all of these sources and provide agents with quick, fluid access to all organizational information in a single unified view from one access point. With one click, agents can view relevant information collected from each repository across the enterprise. Agents are also able to save important results into shared bookmarks—improving recall for all agents when similar questions arise. By consolidating and simplifying information access and eliminating the need to navigate to multiple applications to access information, agents became more productive. Velocity adds tremendous agility to this call center's 14,000 users, "saving an average of three seconds on AHT and millions of dollars annually," according to company executives.

## Enhancing the Customer Experience

The Vivísimo Velocity Platform enhances service and the customer experience as a whole. Executives attested that it soon became a "mission critical deployment" for the organization. The call center agents now do not answer any inbound calls without first logging into Velocity and assuming one of the approved roles as assigned by their supervisors. Agents only provide answers that they retrieve directly from the call center application powered by Velocity. With greater access to accurate, real-time information, agents are more efficient and achieve a higher quality of service. Agents no longer flounder to find information, and customers are reassured as their issues are confidently addressed.

## Industry

Insurance

## Business Processes Impacted

Call Center, Customer Service

## Solution

Vivísimo Velocity Platform

## Business Drivers

- ▶ Siloed customer data increased average handle time (AHT)
- ▶ Decreased agent productivity
- ▶ Elevated AHT frustrated customers
- ▶ High agent turnover rate
- ▶ High new hire training costs

## Results

- ▶ Delivered a scalable and reliable solution
- ▶ Established 99.99% up time and high performance at every location
- ▶ Connected customer data across multiple applications and sources
- ▶ Improved customer service
- ▶ Increased agent productivity
- ▶ Ensured compliance with the industry's policies and regulations

## Reducing Agent Turnover

Reducing turnover was very important to this insurer. They had agent turnover between 50% and 90% in their call center yearly depending on the business environment, which hugely impacted their training and re-hire cost. Each agent also had to be trained on all of the company's different applications and content repositories—including customer care documents, alerts repository, policy and procedure application, their medical dictionary and several databases.

The implementation of Velocity accelerated and simplified the training program. New agents use Velocity in place of several disparate applications, significantly reducing the learning curve. Agents became empowered and more efficient—immediately reducing turnover, increasing productivity and enhancing job satisfaction. The company's cost to re-hire and train new workers diminished, and Vivisimo delivered value which equated to 141 FTEs, saving \$11.2 Million per year.

## Ensuring Compliance with Policies and Regulations

Insurance is a highly regulated industry. From state to state, policies and regulations vary and change frequently. It is critical that each agent receives only the information pertinent to their client base—typically limited to a single state.

Velocity creates a unique profile for each agent based upon their assigned region, its particular policies and the products that they sell there. This ensures both industry compliance and that no customer is given inaccurate information for their location. In addition, Velocity alerts agents to any changes that may affect their region's policies and key customer accounts. By pushing relevant information to agents, Velocity drastically reduces the time agents spend on sales calls and improves the close ratio. If a disaster were to occur or if a policy change is made, agents know immediately through Velocity and can prepare for spikes in call volume.

## Delivering a Scalable Solution

This industry leader needed both scalability and reliability. Even though they operate in a distributed environment, it is critical to their operations to ensure 99.999% up time at every location. Velocity's wide reach and ability to erase silos—irrespective of business units or state borders—solves this problem. With Vivisimo's help, this organization deployed several instances of Velocity across many servers, allowing thousands of agents to log-in and access all data simultaneously. Velocity's robust scalability also ensures high performance, delivering a commanding query per second speed so that performance in peak hours and across the United States is never compromised.

## Conclusion

Vivisimo's Velocity Platform delivered the efficiency and real-time access to customer information that this call center needed to increase productivity and elevate customer service. Velocity empowers agents, reduces cost and improves overall call center operations of this industry giant.

The company's cost to re-hire and train new workers diminished, and Vivisimo delivered value which equated to 141 FTEs, saving \$11.2 Million per year.