Unify, simplify,
automate...
deliver
the perfect
interaction.

Customer Service Challenges for Insurance Providers:

- Commoditisation of the market and more sophisticated consumers who buy insurance in non-traditional ways and expect more service and value in return
- Legacy operational mindset because of outdated processes and systems
- High agent churn rate and agent dissatisfaction in insurance call centres

Insurers are most times seen as valued protectors of all that consumers hold dear, shielding us against catastrophic loss and helping us recover in times of need. Insurance is an industry of tradition, but the inevitability of change stands to chisel away at the customer relationship founded on trust, mutual respect and guardianship. The insurance market is undergoing a significant transformation, experiencing challenges such as globalisation, online competition, expanded sales channels, heightened customer expectations and the need to automate IT and business processes. Adding consolidation and deregulation to the mix only stands to deepen the rift between policy-holder and insurer. The more customer-centric insurers can become the better – for them, and for the consumer.

Today's insurance customer is savvier than ever before, knowledgeable of their options and wary of the costs. Insurers are striving to become more customer-centric and thereby gain a competitive advantage by better serving their customers, which in turn drives the trend toward a greater alignment of IT and the business. Unfortunately, the efforts of many insurance companies to modernise their business processes and gain valuable access to customer data are hampered by legacy systems which are simply too costly to replace.

Nowhere is the negative impact of aging information systems more apparent than in the customer sales and service functions. Whether supporting consumers directly or answering calls from field insurance agents, the call centre becomes the lens through which the end consumer views the customer service capabilities of the insurer. When price and product are commodities, the speed, accuracy and compassion experienced during this all important interaction with the call centre will literally determine the fate of that customer relationship. And if the systems the customer service representative use in support of that interaction are complicated, inconsistent and not supportive of the call flow, the customer experience will suffer.

Jacada Solutions for the Insurance Industry
Jacada unified desktop and process optimisation solutions enable insurance IT organisations to deliver a more flexible and competitive customer service environment, while extending the life of existing application investments. The Jacada unified desktop provides an intelligent view of customer and policy data and facilitates cross-sell and up-sell opportunities to drive additional revenue for insurance providers.

Jacada solutions help insurance providers unify, simplify and automate the customer service desktop, resulting in:

- Improved customer experience and reduced cost-to-serve
- Happier and more productive customer service representatives
- New flexibility and agility for existing policy, claims and billing systems

Simplifying the Customer Service Desktop Increases Efficiency

Each interaction is an opportunity to increase customer retention and loyalty and gain a more thorough understanding of the customer. But the customer service representative (CSR) must first have complete and ready access to data about the customer they are called upon to serve.

The Jacada unified service desktop integrates with existing systems using open standard and non-invasive methods to create an intelligent, contextual view of the customer – including such essentials as policy, claims and quote histories – and launch automated processes and call flows as needed to effectively and efficiently complete customer calls.

By automating key call processes, such as billing inquiries, coverage and policy modifications, and product and policy add-ons, the Jacada unified desktop solution simplifies the customer service desktop and presents the data, scripts and processes relevant to a particular call type. This increases overall productivity while reducing training and operational costs.

Plus, a satisfied CSR is more productive and less likely to leave the job. The streamlined workflow created by the Jacada unified desktop reduces average handle times while increasing first call resolution rates. Both CSR and customer are more satisfied, and the operational drain to the customer service centre, in terms of resources and costs, is significantly reduced.

Extend IT Initiatives and Retain Legacy Data

Insurance companies invest more in IT than any other industry, and these investments have resulted in highly complex and customised systems that are now the backbone of the enterprise. While these systems are highly adept at processing the vast amount of transactions and data insurance companies must manage, they are not well-suited for the agile, timely representation of customer data the CSR needs when servicing the customer Yet, due to the cost and risks associated with heavy modification or replacement of these enterprise applications, most organisations have not been able to give their sales and services functions the tools they need to stay ahead of the competition.

The Jacada unified service desktop is a rapid time-to-value solution, which integrates without needing to "rip and replace" expensive applications or modify the existing infrastructure. By leveraging the significant investment in back office systems to deliver an intelligent view of customer service processes, insurance providers can quickly gain a competitive advantage to improve customer satisfaction and retention and win more new business.

Customer Service Stats for Insurers

73 Performance score of customer service representatives, based on effectiveness with handling issues (scale of 1 to 100)[1]

61 Percentage of consumers who have had a bad customer service experience and who will consider going to a competitor[2]

26 Percentage of dissatisfied customers who will switch to a competitor based only on the bad experience with the contact centre[3]

21 Percentage of customers who will be 'not at all' or 'not very likely' to recommend the insurer based on their experience with the contact centre[4]

1-3. Source: American Customer Satisfaction Index
4. Source: Association of British Insurers Customer Impact Survey