

## The Challenge

The contact centre of one of Australia's major health insurers were constantly failing to achieve basic service level targets. A recent CRM implementation had increased call times by 20% across the board.

The business believed that call automation could add value but had little detail to support this view.

## Key Points

- Data enabling quick management of contact demand issues
- Solutions focussing on improving operational efficiency and reducing contact demand

## Our Solution

Our team performed detailed contact and performance analysis to identify opportunities to:

- ▶ Reduce unnecessary and value destroying contacts
- ▶ Automate contacts using existing technologies and IVR and Natural Language
- ▶ Improve within and post call processes and use of CRM system
- ▶ Improve staff performance
- ▶ Increase retention and cross sales via upselling

We then worked with the management team to prioritise potential initiatives and plan a program of change.

## The Results

Retention and cross sell opportunities were identified with potential on 10% of calls. Overall operational efficiency was improved by 20%, and call volumes were reduced by 10%.