



Streamlining Contact Centre Operations

Introduction

Client is a leading Insurance company operating in Hong Kong. Their *Customer Satisfaction (CSAT)* Survey revealed that customers were hugely disappointed with the voice support being provided. Correspondingly, their voice support staff constantly complained about the overtime and high call volumes leading to constant attrition & low morale.

Challenges

1. Too many hotline numbers, resulting in confusions.
2. Poor IVR flow with limited self-service options.
3. High call volumes were being recorded to one of the hotlines where majority of them were non-affiliated customers.
4. More than 50% of the calls were either rejected or abandoned.
5. Poor or no response to voicemail/messages.
6. No measurable KPIs were defined, process gaps and waste was rampant.
7. Hotline was hardly manned during lunch time due to poor staff rotation management, resulting in huge call drops.

What we did

1. Using our simple ASTRA process enhancement framework, Synergy conducted detailed process walkthroughs, dialed mystery calls and performed on-site observation of staff handling calls.
2. Process gaps & waste were measured and monitored during the study window.
3. KPIs were redrafted and re-measurements established based on process suitability.
4. Automated daily performance dashboards were established to monitor & report hotline performance.
5. Revamped 'Contact us' section on the corporate website for efficient routing of calls to hotline.
6. Beyond the voice process, self-service options were introduced along with simplification & consolidation of claim and policy servicing forms on the corporate website that greatly reduced call volumes.



Synergy's ASTRA Framework

ASTRA Framework is a process transformation model comprising a "business due diligence framework" and "automation accelerators" supported by data APIs enabling fast identification, evaluation, and implementation of high-value "quick win" opportunities in the insurance and financial services sectors.

Benefits



Consolidated and less number of hotlines with re-designed and efficient IVRs



Cost avoidance observed on a month-on-month basis



Service levels were achieved in less than 8 weeks

Synergy Strategic Solutions

SYNERGY STRATEGIC SOLUTIONS specialize in assisting insurance companies to navigate their digital journey with confidence and ease. Automating business processes, reducing costs, streamlining operations, improving customer experience and modernizing technology are some of the pressing needs of insurers that we address.

We have exclusively focused on the insurance industry since our inception in 2011. Our deep knowledge of the industry, its business processes and our ability to Integrate legacy with digital technologies have made us the preferred partner for several Life, Health and P&C insurers across Asia. Headquartered in Hong Kong, we have operations across Singapore, Malaysia and India.

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