

Leading Auto Insurance Company Reduces Customer Service Costs by 50% while Improving the Customer Experience

Introduction:

This leading auto insurance company specializes in providing property and casualty auto insurance in the United States. Their goal is to provide affordable car insurance with low down payments and affordable monthly installments so that everyone can have access to a good auto insurance policy. Their company is built on a customer service philosophy and strives to provide caring, professional, knowledgeable, responsible, and dedicated customer service to help make insurance affordable to every driver, no matter what their situation. With a large segment of their customer base being Hispanic, they also wanted to provide customer service in their customer's language of choice.

The Challenge:

The auto insurance company utilized agents in their in-house contact center in the U.S., which was quite expensive. In addition, they did not have any Spanish-speaking agents to communicate with their growing Hispanic customer base. They knew customer service was critical to their company's success, and they knew they needed to keep costs down to continue providing affordable auto insurance. They needed to make a change. The auto insurance company searched for six months to find an outsourced contact center partner with specific experience in the auto insurance industry. They also wanted to find a partner that could provide bilingual customer service agents to service both English and Spanish customers. And finally, they were searching for a vendor that would help them lower their operating costs while continuing to provide excellent customer service.



Solution:

The auto insurance company ultimately chose Centris to support their customer service needs for three main reasons. First, Centris has vast experience providing customer service to the auto insurance industry. They understand how to handle all of the various contacts related to the auto insurance industry and how to handle the sensitive calls when someone has been in an accident. Second, with Centris' contact centers in Mexico, they would have an experienced group of agents that could provide customer service in both English and Spanish. And finally, with the nearshore contact center model, they would instantly see a substantial reduction in their operating costs.

The Approach:

The auto insurance company wanted to take things slow and try Centris on a smaller scale before moving forward. Initially, Centris would train 25 agents for 30-45 days to handle first notice of loss calls. The representative from the auto insurance company noticed the Centris agents brought a passion for their job that had been lacking in their previous agents. The Centris agents prioritized the customer experience and took the time to empathize and connect with the customer during the conversation.

The Result:

After only 90 days of providing first notice of loss support, the company requested 20 additional Centris agents. The customer service functions included entering new customer information and processing payments. For the next several months, agents were added to support more of the company's customer needs. What started as 25 agents has grown to 120. It is expected the insurance company will double the services Centris provides over the next 18 months. Additionally, Centris will begin to monitor QA for the company's internal contact centers across the U.S.



Summary:

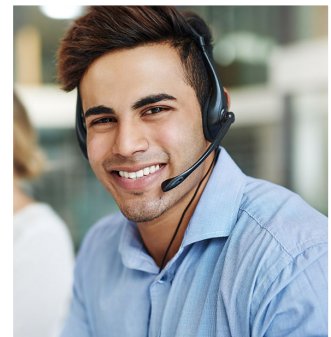
Centris provides bilingual customer service agents with experience in the auto insurance industry to this company for 50% less than what they had previously paid. The auto insurance company was able to achieve 3-million-dollar in savings by moving some of their U.S.-based contact center work to Centris' nearshore contact centers in Mexico in just the 1st year! Centris agents brought passion and expertise to the job, which impressed the company during the initial testing phase. They decided to add more Centris agents to cover more customer service functions.

About Centris:

Centris provides advanced contact center solutions and strategic business intelligence to our partners through our talented and skilled team of agents in Mexico, allowing us to help our partners increase customer retention and sales and improve their bottom line.

With more than 30 years of experience, we specialize in quality bilingual calls, technical support, and helping companies expand into the ever-expanding Hispanic market. With our nearshore business model, Centris provides up to 70% savings over U.S.-based call centers, all while improving quality. In addition to our bilingual support, we provide accent-neutral support in English and a deep understanding of American culture.

Our services include customer support, inbound sales, marketing surveys, financial services, technical support, insurance services, live chat, quality assurance, business intelligence, and business process outsourcing. While we support numerous industries, we have specialized experience in the insurance, healthcare, retail, and security space.



Looking for a Nearshore Contact Center Partner? Contact Us!
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