

Customer Service Telephony in Action Case Study: The David King Agency

The previous installments of the Customer Advantage Series have demonstrated the inherent value that the latest telephony solutions can deliver to an organization's customer service initiatives. Now it's time to define that value in real terms, with an example of how The David King Agency used the latest technology to redefine the customer experience.

We chose an example in insurance due to the high rate of customer churn in that industry. In fact, customer churn for an insurance firm can **range as high as 20% annually**. That's the environment The David King Agency was facing when King purchased a controlling interest in a remote agency 60 miles away. As the agencies linked their communications and processes together, David King wanted to ensure two things:

- Efficient management of inbound/outbound calls
- The ability to capture and proactively respond to missed opportunities

Managing call flow traffic was absolutely critical to ensure that the agency could drive up a positive customer experience and drive down churn rates. The fact is that a customer needing an answer to a question is not going to wade through an auto attendant that makes the caller answer multiple questions, waiting for a connection after each response, just to find the information that person is searching for. And when someone is in an accident, they want to speak to a live representative immediately—anything less and customers will be lost.

That's why the agency deployed the following:

- A complete unified communications platform with ASR to route calls to an agent no matter where the location. With user-defined presence rules, ASR allow callers to simply say the desired destination, and the call is automatically routed. If the destination is busy, the caller has the option of waiting on hold, leaving a message or even being rerouted to another destination.
- Call accounting to capture missed calls and initiate contact as soon as possible.
- Enhanced messaging applications to notify clients when they are due for renewal.
- Secure LAN-based IM communications to route questions to subject matter experts for quick answers.
- Fax-to-email technology to eliminate cumbersome paper communications
- Telephony Application Programming Interface (TAPI) to automatically retrieve customer records based on Caller ID, streamlining customer service and enabling the CSR to personalize each call before even beginning the conversation.



What's the result of this new capability?

- \$170,000 of potentially lost commission revenue recaptured as income
- Client retention improved by a 5% per year
- Decreased long distance charges by \$1800 per year

"The number one way we communicate with our customers is over the phone; email has yet to replace that," declares David King. "The primary reason I deployed this technology was its ability to deliver a better client experience." The David King agency has seen its investment payoff dramatically in customer loyalty, retention and increased revenue.

And with the latest advancements, such as Bluetooth technology, The David King agency can make even more improvements to the customer experience by empowering the connectivity-and availability-of their agents to a level never before possible.