



## CUSTOMER SUCCESS STORY

### Insurance

A Case Study by Nexidia



“How can I eliminate unnecessary transfers between departments?”

*“Before, we had a team of six managers manually combing through calls and randomly listening to see if they could pinpoint an overarching issue... with Nexidia, we can simply search for the problematic calls, then drill down to quickly see patterns...this allowed us to act immediately, which is so important when you are dealing with people affected by natural disasters or other catastrophic events; they need us to be there for them...”*

Director, Customer Care,  
Leading Property and Casualty  
Insurance Provider

#### BUSINESS IMPACT

Customers expect their inquiries and concerns to be addressed in a timely, efficient manner. Multiple transfers increase talk time, cause customer frustration and can reveal disorganization within the company, which can result in loss of customer confidence and trust. Reducing unnecessary transfers and the resulting escalations will streamline interactions, improving the customer experience and reducing the cost of service.

#### PROBLEM

A major insurance provider was swamped with calls following a severe storm. To try to make the process as seamless as possible for customers affected, the company quickly added an option to their IVR to route all questions regarding storm-related claims to a group of agents who had

been recently trained to deal with natural disaster claims. Despite having this process in place, call volumes soared beyond projections.

#### SOLUTION

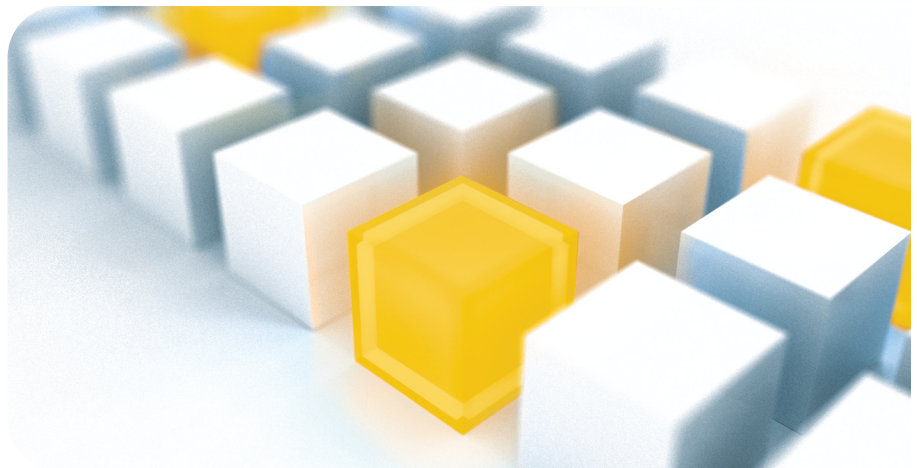
The company engaged Nexidia for an immediate OnDemand project. They quickly and accurately categorized calls by call type, and isolated calls resulting in a transfer. After drilling down into several transferred calls, analysis revealed that the ‘storm agents’ were receiving many calls from customers about claims not related to the storm at all. Unable to handle questions about general claims, such as theft, the agents either transferred the call back to the IVR, to another agent group or to their supervisor. Unhappy about being dumped back into the IVR, many customers were immediately pressing zero for an agent. Once they were

connected with a live agent, they often asked to be transferred to a supervisor. Many customers were complaining that they followed the IVR instructions but the agent answering the call was unable to help them. When the company reviewed the IVR options to determine why so many calls were coming to the 'storm agents' in error, it was discovered that the wording for the new storm-related menu option was very confusing, causing those with non-storm-related claims to choose that option as well, thereby placing themselves in the incorrect queue.

**RESULT**

The insurance provider reacted quickly and corrected the confusing wording for the IVR option. The result was an almost immediate 58% drop in calls transferred to the main switchboard; supervisor queues returned to manageable levels, and the agents with specialized natural disaster training were able to show the storm-affected customers the attention and compassion they deserve, keeping the company's reputation intact.

Learn how Nexidia can help you gain real business intelligence from your recorded calls at [www.nexidia.com](http://www.nexidia.com).



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