

“Intelligent” Customer Contact Pays Off

A company’s website plays an increasingly important role in selling products and services. Alas, personal contact is lacking at the point of the purchase decision. With ITyX, a leading insurance company successfully increases online sales in the virtual world of its Web portals – by proactively reaching out to customers and through live consultations at the point of purchase decision.

OUTSET.

The organization offers comprehensive custom insurance and financial solutions – in one stop, based on the customer’s individual needs. An analysis of the online insurance processes revealed that the product portfolio does not adequately match prospects’ needs. Many potential customers abort the online process. The company is losing customers to competitors – both individual consumers as well as insurance agents.

THE CHALLENGE.

How to successfully convert online inquiries about specialized insurance plans, improve customer satisfaction ratings and increase revenue from online sales.

- Lack of adequate product portfolio to meet needs for specialized insurance plans
- High abandonment rates
- Decrease in customer satisfaction
- Loss of potential customers to competitors

THE REQUIREMENTS.

- Implement chat solution for live consultation on the website
- Proactive invitation to chat based on defined visit pattern
- Easy-to-manage proactive rules for customer outreach (available agents, value of relationship with customer, etc.)
- Smooth, quick integration independent from third-party systems
- Option for functional modifications in case of necessary expansion
- Option to integrate additional communication channels
- Cloud or in-house solution or combination of both
- Solution provider to take over IT and project-based tasks (esp. consulting)



THE CUSTOMER.

- Top German insurance company financial services company
- Approx. 8,600 agents and 30,000 employees
- Approx. 20 million customers
- Estimated ~ 30 billion Euro (~ \$40 billion) in annual revenue

APPLIED ITyX SOLUTIONS.

- ITyX CHAT



ITYX'S SOLUTION.

We are employing CHAT by ITyX. Initially, we created rules for the proactive chat. Using the integrated Web Radar, the system decides, which visitors are invited to a personal consultation with an available based on specific browsing behaviors.

If the visitor agrees to the online consultation, agent and visitor can browse online content together (escorted browsing). Agent and visitor can fill out forms together (co-browsing), and the agent can highlight important product features with an arrow on the screen.

In addition to text chat, ITyX CHAT offers the option of video overlay and IP voice communication. The implementation of the solution happens smoothly via the secure ITyX Cloud.



THE RESULTS.

- ROI within 8 months of implementation
- Revenue goals in the specialized insurances segment reached – increased conversion rate
- (signed contracts) by factor of 5
- Customer satisfaction rate of 4.06/5.0 for chat application
- Abandonment rates decreased by ~ 35 percent
- Efficiency increase at contact center – agents can conduct up to 5 chats simultaneously
- Improved customer service – connected to an agent within 5 minutes

Find out more:

- blog.ityxsolutions.com
- www.facebook.com/ITyX.Gruppe
- twitter.com/ityx/

Contact us:

- +1 407-427-1553
- info@ityxsolutions.com
- www.ityxsolutions.com

