



Contact Center for Multinational Insurance company.



Using chat and social media with Cention

Executive Summary

Being one of the large insurance companies means serving thousands of customers with everything from requests to claims. This insurance company is trying to focus its communication to chat and social media. The multi language support in Cention and the cross channel knowledge base made it the perfect match.

Challenges

To gain trust from customers to communicate over chat means it has to be as personal and instant as a phone call. Learning customers to use social media as a channel to ask common questions.

"To be able to divert a large number of contacts from phone calls to chat has given us reduced costs and at the same time significantly increased our customers satisfaction."

How We Helped

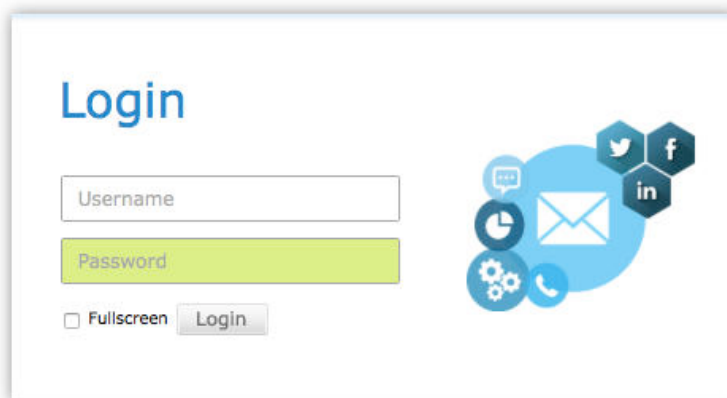
When starting all focus was on chat and pretty soon the customers started to like the fact that they got faster response and “had it in writing” after the chat session was closed. Cention provided an extensive knowledgebase that helped to answer complex questions and claims in an easy way. After succeeding with implementing chat, facebook was next. Cention helped to unify the answers and to control the flow.

Results, Return on Investment and Future Plans

There is an ongoing work to further increase the social media side of the support and next thing to be introduced is Centions feature to switch between channels or way to communicate within a channel. For example, the possibility to change a wall post answer on facebook into a private message depending on the character of the question. The auto translate between different languages is also under test and results are looking very good.

To summarize it the Call Center Manager says:

Cention helped us achieve our goal to change channels that we primarily communicate with our customers.



Short facts about Cention

Cention Contact Center was launched early year 2000. Over the years Cention has evolved into one of the market leaders in online customer care communication software. Cention supports customers in over 50 countries with thousands of agents processing millions of errands every month Cention helps its customer to deliver great customer support using the same interface, knowledge base and reports for all channels. We have a proven track record of industry excellence for over 15 years. Cention gives your business the strategic advantage it needs. Contact your Cention partner today!

Contact information

Cention Group
Phone: +46 8 410 446 00
Fax: +46 8 656 49 00
Email: sales@centiongroup.com