ICBC
builds cutting-edge contact center as part of their customer-centric strategy

Customer: Insurance Corporation of British Columbia
Industry: Insurance
Employees: 5,000+
Customer Interactions: > 4 million calls/year

Challenges

- Business transformation initiative required customer-centric strategy to prepare for future growth
- Replace aging, highly customized and inflexible contact center infrastructure
- Proprietary reporting solu-tion hampered visibility into contact center metrics
- Location-based routing limited the number of agents available for optimal customer service delivery

For Canadian insurer ICBC, the journey to transforming the customer experience begins in the contact center. As part of a new strategic initiative for the company, ICBC set out to create a flexible, modern contact center with Genesys solutions at its core. New customer service applications and infrastructure will help ICBC operate more efficiently today, while supporting future initiatives for customer engagement and improved brand perception.

The Insurance Corporation of British Columbia (ICBC)—in business as a Crown Corporation since the 1970s—is the sole provider of basic auto insurance in the province, and also competes in the open Optional marketplace. The company's twenty-six contact centers handle everything from insurance claims to automobile registration, driver licensing, and vehicle licensing for B.C. inhabitants.ICBC does not take its universal coverage mandate, or its competitive position in the open market, for granted. The company wants to earn customer trust and loyalty by carefully managing how the

public perceives its brand and services. To that end, ICBC has undertaken a major business transformation with the objective of improving the customer experience—and exceeding customer expectations—as the cornerstones.

Customer experience starts in the contact center

To support this customer-centric strategy, the company needed to start with its contact centers, which are at the front line of customer interactions. The main goal was to invest in streamlined, cost-effective systems and processes that would optimize the customer experience as efficiently as possible, and to replace outdated, inflexible technology which could not support future growth.

As a long-time Genesys customer, ICBC turned to Genesys for the core of its new contact center infrastructure, and embarked on a new project they called 'GUPP', or Genesys Upgrade Project.

Solutions:

- Genesys CIM Platform
- Genesys SIP
- Genesys Interactive Insights and Genesys Info Mart
- Genesys Gplus Adapter for Aspect eWFM
- Aria CIMplicity Web Desktop

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Jinger Jutla,
Senior Manager For Enterprise Solutions

According to Jinger Jutla, Senior Manager for Enterprise Solutions at ICBC, "We want to make investments that will serve the company's business model for the future. The project is a roadmap for the foundational work that will support all of our customer-facing processes for many years to come."

With this project, ICBC wanted to upgrade their entire contact center platform leveraging Session Internet Protocol (SIP)—eplacing everything from the older contact center software to the telephony equipment and the client operating system with a state-of-the-art solution that was flexible and adaptable, with no customization. While this major upgrade touched many systems, as the contact center software, Genesys was at the center.

In addition, they sought to replace their proprietary, custom built reporting solution and instead implement a new reporting solution using information and predictive analytics to gain the necessary insights to plan for future call loads and inform how they manage the business.

Flexible platform for delivering great customer service

ICBC worked with Genesys partner Aria Solutions to support this major contact center modernization project. Aria upgraded ICBC to the latest Genesys software, including Genesys SIP for VoIP support, Genesys Gplus Adapter for Aspect eWFM, and Genesys Interactive Insights and Info Mart for reporting and analytics.

Genesys creates a scalable, full-featured platform for customer interactions based on SIP, providing ICBC with a flexible foundation for extending proactive customer service through other channels. Aria partnered with ICBC in coordinating responsibility for the design, development, testing, documentation, knowledge transfer, and management of the project, and Aria provided 24/7 Genesys maintenance and custom application support and monitoring.

The new Genesys solution works with Aria CIMplicity™ Web Desktop. It's a full featured Web-based, multimedia agent desktop. ICBC uses it with Microsoft Internet Explorer for more efficient and future-ready agent applications. ICBC found that training time for the agent desktop application has dropped from up to two weeks (using the old application) to only two days. And the company benefits from cost savings, as the new application has a smaller footprint on the client.

This upgrade project touched everyone involved in customer service. The ICBC team performed a rolling upgrade, carefully training each group before making the switch, which paid off with a smooth transition. Says Jutla: "We've been running with no downtime since the first month of project completion."

While the new infrastructure is designed to be a flexible foundation for future growth, it is already having an impact on ICBC's efficiency by improving routing and delivering new insight through real-time and historical reporting and analytics. And because there is no more complex custom code, things are less costly and more adaptable.

Skills-based routing improves customer satisfaction

One immediate benefit of the new platform has been the ability to route calls to agents based on their skills, rather than their geographic location. Using the old, PBX-based contact center infrastructure, calls came into specific regional centers.

Now, ICBC can route calls to the available agents with the best skill set to serve them, regardless of agent location. For example, if a heavy local snowfall affects one contact center, the Genesys software has the capability to route calls to available agents in other locations—delivering better service for everyone.

"Not being tied to a physical location really changes our world," says Jutla. "We might have three agents with a specific set of skills in one location, but 15 such agents across the province. Being able to route calls to any available agent improves our queue times province-wide. Since the GUPP implementation, customers are having a smooth experience because of our improved efficiencies. Feedback from external customers is that they are happier because call and wait times are much shorter, and issue resolution is faster."

Better insight for optimized customer service

The new reporting infrastructure gives ICBC better insight into the customer experience through both real-time and historical reporting using Genesys Interactive Insights and Info Mart.

The ability to track the customer experience during the day gives ICBC real-time accountability for their renewed commitment to superior customer service delivery. Historical reporting capabilities let ICBC perform predictive analysis

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to manage risks, optimize call handling times, reduce wait times, understand how SLAs are impacted, and align resources with expected call volumes.

ICBC uses several of the predefined reports available with Interactive Insights, and has been taking advantage of the capability to create new reports for their specific needs. According to Jutla, "Our business will change in the years ahead; therefore, having faster access to information to improve performance is very important. For our organization, the biggest win is that we have the option to easily build and modify our own reports for end users, and the feedback has been great. We're already getting reports out much quicker than we had hoped for, with metrics that we never had before."

A Bright Future

With the new contact infrastructure in place, ICBC now has the foundation it needs to support its business transformation.

"The GUPP project has been a great success in setting us up for the future," concludes Jutla. "The modern contact center is a significant change from the business perspective as well as a technology perspective. The IT team is happy to upgrade the foundational technology, which will be easier to maintain and adapt over time. The business as a whole benefits from the ability to better understand customers and their diverse needs, and by empowering our workforce to proactively support customers with the best experience possible."

Looking ahead, Jutla says that ICBC would consider using Genesys solutions for various other capabilities, including adding channels such as chat, Web self-service, and email to give customers the choice of how to interact with the company, while maintaining a consistent customer conversation across all channels.

Business partner

Aria Solutions provides unified customer management applications for contact centers and back offices. Aria applications are based on Genesys and Salesforce—both leading platform providers in the customer service market. Aria offers complete solutions including consulting, products, professional services, and support. Aria Solutions is a Genesys Gold Certified Suite Partner, Reseller, and OEM developer.
www.ariasolutions.com

RESULTS

Flexibility
Improved routing flexibility—route to agents based on skills, independent of location

Visibility
Real-time accountability and visibility into customer experience through configurable reporting and analytics

Satisfaction
Increased customer satisfaction thanks to shorter call and wait times, faster issue resolution

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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