



# Amica lifts service levels by 12% with workforce engagement management

Amica Insurance is especially adept at forging strong customer relationships in an industry where focusing on service experience is a key differentiator. By using the Genesys Cloud™ platform to help transform its service delivery, resource planning and performance management, services levels at Amica have increased by up to 12%, waiting time in queues have decreased and customers are getting served faster.

**12%  
increase**

in service levels

**Reductions  
in**

queue  
time and  
handle time

**Faster**

innovation  
cycles

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### AT A GLANCE

Customer: Amica

Industry: Insurance

Location: US

Company size: 1,650 users

### CHALLENGES

Need for greater visibility into data and resources, Would benefit from innovating CX

### PRODUCT

Genesys Cloud CX®

### CAPABILITIES

Inbound, Outbound, Web Messaging, Workforce Engagement Management

### INTEGRATIONS

Parlance speech recognition, Salesforce

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# Always there when it matters most

Customer experience has been a top priority for Amica since its founding in 1907. From the start, the mutual insurance company has built loyalty and trust by protecting essential elements of its customers' lives, like their automobiles and home, and providing award-winning compassionate service — whether a customer has a simple question or a complex claim.

Customer service operations are spread across 28 US locations, where a total of about 1,650 representatives handle some 3 million calls annually, as well as interactions via email and web messaging. Those conversations used to take place via Genesys PureConnect; now Amica handles them via the Genesys Cloud platform. The insurer made the switch to keep pace with innovations that would best support its experience goals.

“We knew Genesys was a Gartner Magic Quadrant leader focused on innovation, which is hugely important when often dealing with trauma associated with insurance claims and life-changing events,” said Stacy Darling, Assistant Vice President, Voice Operations, at Amica. “With PureConnect, upgrades might be released every six months. So, being able to take advantage of weekly new features with Genesys Cloud was a big pull. And we felt really comfortable knowing we would have the same Genesys account manager and tech support team.”

“It has been a great experience working with Genesys workforce management and it’s made a big difference for our company. We’ve seen an increase of about 12% in service level.”

**Stacy Darling**

AVP, Contact Center, Amica

## A smooth cloud transition

Leaning on the knowledge and expertise of Genesys Professional Services, Amica completed a phased implementation of Genesys Cloud, underpinned by solid communications and change management planning.

“We had a faultless Genesys Cloud migration with zero downtime, due largely to Professional Services engineers already having a deep understanding of our business and needs,” said Darling, adding that team leaders captured key learnings from each rollout and applied them to the next deployment.

Likewise, Amica rolled out the training of its customer service representatives by individual business unit, applying any learnings in the process. “Post-training, it took no more than an hour or two for representatives to feel comfortable with the platform,” said Darling. “That’s all people needed because Genesys Cloud is such an intuitive platform. And we’d receive really positive user feedback on the first go-live day.”

“Now, callers just say an Amica employee’s name or what they’re looking for and they’re connected to the correct representative, first time. They don’t have to remember various extensions numbers or quote case references.”

**Stacy Darling**

Assistant VP, Voice Operations, Amica

## Streamlined journey orchestration

Amica customer service representatives now manage all inbound, outbound and web messaging conversations with maximum efficiency from a single desktop interface in Genesys Cloud. Plus, web messaging enables them to handle several website conversations simultaneously.

To further streamline interactions, Amica integrated Genesys Cloud with Salesforce and uses Parlance to simplify voice interactions.

“Genesys helps us to orchestrate customer journeys through the ability to create innovation programs like Parlance conversational AI,” said Darling. “Now, callers just say an Amica employee’s name or what they’re looking for and they’re connected to the correct representative, first time. They don’t have to remember various extensions numbers.”

## Greater insight and control

Amica is also improving the employee experience. The insurer has overcome previous resource planning challenges using the

advanced capabilities of Genesys Cloud Workforce Engagement Management (WEM). Amica uses the majority of the WEM features, including forecasting, scheduling, recording, quality management, gamification and speech and text analytics.

“We can see right across all of our service and sales representatives and schedule the way that we need to,” said Darling. “At any point in time we know what service levels looks like, how many customers are waiting, how many representatives are available, and so on. And, similarly, if volumes decrease, we can spot opportunities to book training, meetings or outbound calls.”

Moving to WEM has helped Amica to improve call recording quality, schedule adherence and forecasting accuracy. The insurer has also enhanced its reporting, with more real-time data now readily available and displayed on wallboards.

“There’s been an immediate uplift when we add our business units to Genesys WEM,” said Darling. “Service levels increase by up to 12% with customers spending less time queuing and getting served faster.”

## Leveling up through innovation

In addition to tracking weekly new releases for capabilities it wants to add, Amica is an avid participant in Genesys Cloud beta programs. “It’s great to have a voice and direct link to Genesys product development,” said Darling. “Offering feedback and ideas on missing features is very important and it always feels like a two-way street.”

Access to these new releases, beta programs and off-the-shelf integrations with Genesys AppFoundry® marketplace partners like Parlance has helped Amica cut its innovation cycles from months to weeks.

Going forward, Amica is preparing a robust roadmap to take full advantage of Genesys capabilities and easy-to-turn-on features,

like callbacks and screen recordings, as it looks to continually bring value to customers.

To learn more about the solutions featured in this case study, visit [www.genesys.com](http://www.genesys.com).

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