



CUSTOMER STORIES /



Aseguradora del Sur gains 80% increase in contact center revenue

Aseguradora del Sur transformed its contact center operations by unifying channels and embracing digital innovation with the Genesys Cloud™ platform. The company achieved a 40% reduction in agent interactions and a 50% decrease in operational workload, enabling agents to focus on higher-value activities. These efficiencies unlocked new capacity and drove an 80% increase in contact center revenue.

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AT A GLANCE

Customer: Aseguradora del Sur

Industry: Insurance

Location: Ecuador

CHALLENGES

Limited capacity for sales and collections campaigns, Agents overburdened with routine tasks

PRODUCT

Genesys Cloud CX®

CAPABILITIES

AI and Automation, Chatbots, Digital Customer Engagement,
Speech and Text Analytics, Virtual Agent

Omnichannel is essential to CX excellence

Pursuing digital innovation to gain a competitive edge in a crowded insurance market, Aseguradora del Sur sought to reduce operational inefficiencies and unlock new revenue streams while

improving customer experience. Traditional call center models limited capacity for sales and collections campaigns and left agents overburdened with routine tasks.

"We always look for ways to generate closeness to the customer anytime the customer needs it," said Juan Fernando Cevallos, VP of Business for Aseguradora del Sur. "That's why we make enormous efforts in everything related to customer experience optimization."

To transform its operations, the insurance company embraced a unified approach with the Genesys Cloud platform. The company migrated its telephony and WhatsApp to Genesys Cloud; deployed Genesys Cloud speech and text analytics to capture customer emotions and pain points; and launched Asurito Voz, a 24/7 virtual agent that also automates CRM follow-up tasks. Chatbots are helping to increase customer satisfaction by providing information and issue resolution quickly.

Additionally, Aseguradora del Sur integrated Genesys Cloud with its CRM system. This created a 360-degree view of the customer that has enabled proactive, CRM-driven campaigns, smarter channel selection and better timing.

Implementing Genesys Cloud has also helped agents streamline and personalize sales and service interactions, because they now have deeper customer context and insight from across channels.

"We believe that the concept of omnichannel is where the experience begins, because we can offer customers the ability to communicate in different ways or through different channels at any time."

Juan Fernando Cevallos

VP of Business, Aseguradora del Sur

This strategy is delivering measurable business impact, including a 40% reduction in agent interactions through IVR automation; a 50% decrease in operational workload, allowing agents to focus on sales and complaint resolution; and an 80% increase in contact center revenue, made possible by activating previously constrained campaigns.

The company has also seen a 30% increase in first-contact resolution, a 30% reduction in operational costs and a 3% increase in Net Promoter Score.

"We believe that the concept of omnichannel is where the experience begins, because we can offer customers the ability to communicate in different ways or through different channels at any time," said Cevallos.

The insurance company's pioneering omnichannel strategy and innovation-driven culture has enabled Aseguradora del Sur to deliver on its customer experience and growth goals, while setting itself up for future success.

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