

# Major insurance enterprise achieves digital transformation of contact center operation without losing the human touch.

## Situation

Consumer demands were ever-increasing and this insurance provider realized that they needed to modernize their operations to more efficiently accommodate multichannel conversations. While managing average call handling times were important, there was more concern about being able to digitally transform their operation without losing the human touch. They wanted to maintain and build on their existing human relationships while at the same time identify opportunities to automate more straightforward transactions, freeing up time for agents to focus on more complex customer interactions.

The solution they required needed to not only provide real time information on key contact center metrics, but also enable them to know how to make conversations more beneficial for their customers and their employees.

## Use Case

- Multiple data streams ingested for BI readouts
  - voice, video, email and chat
- Monitor 100% of conversations
- Historical and predictive trend analysis
- Real time data on key business metrics
- CX & EX analytics

## Solution

With the ability to store, monitor and process conversations across multiple data streams, CallCabinet's Conversation Analytics were put to task across voice, video, chat and email. Sentiment, emotion, pace, tone, keywords and many more were analyzed across all these conversation data channels with surprising results.

By leveraging CallCabinet's Advanced Analytics solution, they were able to more accurately identify the consumer needs, do historical and predictive trend analysis, and allow the company to proactively adapt their products and services to actual market demand.

Managers now knew what customers were looking for, and adjusted the conversations taking place with their agents in the contact center and address accordingly. The result? Agents were able to provide more informed and meaningful customer service. The follow on effect was their employee retention rate drastically improved as employees found that the more effectively they could communicate and assist their customers, the more rewarding the experience for both sides.



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