



Fast tracking time to value

ConTe.it moved 150 insurance advisors to home working in just two days with the Genesys Cloud CX™ platform. The move also enabled advisors to switch effortlessly between inbound and outbound calls, improving job variety and response time. And, because it improved the use of resources, the car insurance provider is on track to save €150,000 while giving customers faster service and better issue resolution.



150 employees

set up to work from home in just two days



4% increase

in resource use



€150,000

in savings anticipated



5% improvement

in response times



Simple integration

with Guidewire insurance platform



Ability to quickly

turn on new channels and features



"Our inbound and outbound teams enjoy greater job variety and feel more engaged. Bringing them together yielded a 4% improvement in resource utilization, which could save as much as €150,000."

Francesco Del Gallo, Product Manager
ConTe.it

Siloed systems hindered agility

ConTe.it is the Italian brand of Admiral Group, the leading car insurer with over 11,000 people and 7 million customers in the UK, Spain, France and the US. In a fiercely competitive market, the company combines highly competitive insurance products with top-quality customer service.

Previously, operations ran on separate on-premises contact center systems from Cisco, VICIdial and Asterisk. With the Cisco solution approaching end-of-support, ConTe.it needed a more agile and blended approach.

"We had all the drawbacks of siloed technology and work practices, and little scope for integrating systems and inbound and outbound teams," said Francesco Del Gallo, Product Manager for ConTe.it. "We knew our customers were looking to engage through new channels, like chat and social media. So, it was important to get a unified solution with a proven omnichannel roadmap."

A move to home working in two days

Having considered various offers, ConTe.it opted for the Genesys Cloud CX platform. The project quickly shifted to top of its priority list with Italy locking down after an early COVID-19 spike.

"We got the green light and moved smoothly to full home working in just two days," said Del Gallo. "It was comparatively easy to integrate our Guidewire insurance platform with Genesys Cloud CX."

The integration ensures that advisors always have instant access to the latest customer data so they can work much more productively when dealing with queries, creating new policies and processing claims.



Partners in innovation

ConTe.it is still to realize the full value of Genesys Cloud CX. The solution's open APIs, smart AppFoundry partner tools, and embedded workforce management and automation capabilities will be key enablers as the company accelerates digital plans. Future additions include chat and social channels, initially Facebook and WhatsApp. Meanwhile, the company is considering Genesys Predictive Engagement to assist website shoppers and increase basket completion rates.

"Our vision is to be known as the best insurance company for customer experience," concluded Antonio Bagetta, CEO for ConTe.it. "We believe Genesys has the most complete cloud contact center offer and we look forward to our mutual collaboration as partners in innovation."

Antonio Bagetta, CEO
ConTe.it

At a glance

Customer: **ConTe.it**
Industry: Insurance
Location: Italy
Company size: More than 500 employees, including 150 agents

Challenges

- Improve inbound and outbound performance
- Accelerate omnichannel and digital vision
- Eliminate siloed legacy systems

Product

Genesys Cloud CX

Capabilities

Inbound
Outbound
Self-Service
Integrations

Partner

Bizmatica