

# Ingosstrakh Updates its Contact Center with the Genesys Customer Experience Platform



**Customer:** Ingosstrakh  
**Industry:** Insurance  
**Location:** Russia  
**Company Size:** 83 branches in 220 cities

#### Challenges:

- Calls were handled separately from requests made over multimedia channels, which had been increasing;
- Genesys Agent Desktop was not integrated with the internal CRM system, and it was impossible to work in two different systems.

#### Products:

- Genesys Customer Experience Platform
- Genesys Digital Channels
- Genesys Reporting & Analytics
- Genesys Agent Desktop
- Genesys Virtual Hold

Ingosstrakh is part of the INGO International Insurance Group that was established in 2004 and is a leading player in the Russian Insurance market. The Group integrates insurance and reinsurance solutions to enable its diverse customer companies to provide their clients with reliable financial protection.

## An integrated interface for all communications channels

Ingosstrakh has a large number of customers who approach it on a regular basis with a wide range of questions. To better serve this need, the company faced the challenge of increasing its contact center's performance by modernizing its existing platform.

"Before we had Genesys solutions, incoming calls were handled separately from requests over multimedia channels, while the number of multimedia channels was gradually increasing. The Genesys Agent Desktop solution installed earlier at the company was not integrated with the internal CRM system, which is why it was used only for handling contact made through multimedia messages: chat, email, callbacks from the website. Technically speaking, it was impossible to work in two different systems at the same time. Therefore, operators were limited in how they could use their equipment. They were forced either to handle incoming calls or to review multimedia customer messages," said Olga Sukhova, Head, Ingosstrakh Contact Center.

## Working with multiple channels

By updating and integrating its Genesys Agent Desktop, the company has made it possible to handle customer calls through multiple channels, which allows them to collect integrated statistics on groups and each individual operator for each contact channel category. This system allows the reviewing of web chats, calls, and emails, as well as the callbacks requested from the website. Customers can choose for themselves which channel is most convenient for them to connect to the contact center. All types of incoming contacts are routed according to each specific operator or operator group's skill.

The Genesys solution has integrated support of multimedia channels that were brought online, one-by-one, after the corresponding employee training was held. "We first connected the email channel, then launched web chat, followed by the functionality to request a callback from the website, all done using Genesys solutions. Last but not least, a solution for sending text-message notifications was added. At the same time, we also started using Genesys to allow customers to request callbacks and Genesys Reporting & Analytics for tracking statistics. All these solutions are powered by the Genesys Customer Experience Platform," said Sukhova about the implementation strategy.

Being able to request a callback saves customers a lot of time, which is why this was provided as a separate menu option. "Customers do not always find the callback option from the website convenient, because this requires spending a lot of time to go to the website, find the option, and leave a callback request. Genesys takes care of this quickly," said Sukhova. "The subscriber himself can choose the time and contact number that is convenient for him. The operator does not have to take any extra steps either, since the system calls the subscriber and transfers the call

to contact center employees just like any other incoming call. Such a call is statistically counted as a client-initiated incoming call, which is very important for the company."

After a call is received and the subscriber's number is determined, a customer card featuring the person's complete contact history appears on the operator's screen. This was made possible by integrating the Ingosstrakh internal CRM system containing customer information with the Genesys platform. Moreover, the call card determines what the call is regarding, and the call is subsequently transferred automatically to the appropriate group of operators. For example, a customer uses the website to request a call regarding mandatory car insurance: the corresponding operator receives the message at the indicated time and contacts the customer.

Genesys Reporting & Analytics gathers statistical information and closely analyzes the company's interaction with customers.

## Operator performance quality control

Ingosstrakh pays significant attention to its customer service quality, and having installed Genesys call recording and quality assessment capabilities, which record all conversations, are an indication of this. These systems allow the tracking of what tasks the operator was conducting during a conversation, what buttons he pressed, what he looked at and where.. Then specialists use the Genesys system to list and review recordings, after which each operator is given a performance assessment and recommendations are drawn up on mistakes found. Psychologists are engaged to assess operators' communications skills. This control helps analyze operators' weak points and develop the required training.

“Genesys solutions have elevated the performance of the Ingosstrakh contact center to a whole new level. Our customers can now connect with the contact center through any means of communication.”

Olga Sukhova, Head, Contact Center

## Boosting customer interaction performance

The Genesys solution has helped incorporate handling contact center messages and calls over various channels within an integrated interface, ensure integration with the internal CRM system, and provide reverse compatibility.

Interactive Voice Response (IVR) capabilities are now being used at the contact center. This system provides three options to choose from: call from the scene of a car accident; questions about the status of a loss claim; and calls regarding any other question. This minimizes the time needed to connect with an operator. Moreover, the company accepts messages by email and web chat, and provides callbacks.

In addition to the main number, regional free phone numbers, a VIP customer number, and numbers for various programs are used for working with partners. Calls are rerouted to operators according to their skill level. Some calls are high priority VIP customers and insurance claims and are handled by operators immediately. For example, the waiting time for a call from the scene of a car accident is roughly five to seven seconds.

Each customer is served within a specific amount of time depending on the department dealing with a specific set of questions. Service time for general questions is roughly two and a half minutes, while it is four minutes for settlement questions, and four and a half minutes for sales department questions.

### RESULTS

**Integrated**  
multi-channel messaging and  
call handling

**Reduced  
connection time**  
between 5-7 seconds

**Call prioritization**  
ensured urgent call were identified and  
handled as a priority

**KPIs established**  
improved call duration and  
agency efficiency

### 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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