



# ICT GROUP CASE STUDY

## Outsourcing First Notice of Loss Improves Service, Reduces Costs

### The Client's Challenge

A major property and casualty insurer identified problems in managing first notice of loss calls for its homeowners and auto insurance products through its in-house contact center. Service levels were not acceptable, with only 65% of calls answered within 20 seconds. To compound the problem, the high stress level within the contact center led to a high turnover rate among the overworked staff.

### The ICT Group Solution

The company decided to outsource first notice of loss calls to ICT Group, an outsourced customer care provider with nearly 15 years' insurance experience.

ICT Group quickly determined that contact center representatives were bogged down with misdirected calls – questions about existing claims, even bill inquiries. By taking time to try to help these customers, the representatives were not able to handle their primary mission efficiently.

ICT Group developed an IVR approach to route these calls immediately to the appropriate repair shops, individual agents or regional agent offices, freeing the contact center representatives to handle claim reports. Claims are entered into an automated system, which immediately dispatches them to the appropriate claims adjusters, in order to streamline the call handling process and expedite claims processing.

The second major improvement ICT Group made was in staffing. By analyzing actual call data, ICT Group was able to optimize staffing to meet customer call volume, while maintaining the call center 24/7.

### The Results

Service levels are now at a minimum of 80%, with a greatly reduced abandonment rate. By using the IVR to redirect calls and by staffing to meet actual demand, ICT Group has reduced overall staffing by 22%.

The client's original contact center was in a region of the U.S. with average wage costs. ICT Group generated additional cost savings for the client by handling claims through a contact center located in a lower-wage area of the U.S. Future program enhancements may include further reduction in rates via near-shore and offshore operations in ICT Group's Canadian, Caribbean or Philippines phone centers.

Companies that haven't previously outsourced an important customer touchpoint like first notice of loss want the reassurance that their customers are being handled with care. ICT Group systems are fully integrated with the client's reporting system, and the client can readily view real-time statistics – how many people are working, how quickly they are handling calls, service levels and abandonment rate. Additionally, 100% call recording and monitoring is available. By every measure, the results have been an improvement.

As a result, the client has achieved the best of both worlds – delivering a higher level of service to customers at a lower cost to the company.

### Improved Service at Lower Costs

#### Service Levels



#### Staffing



ICT Group achieved dramatically improved service levels and increased staffing efficiencies by staffing to handle actual call volume, using an automated IVR to handle misdirected calls and moving the contact center to a lower-wage market.

