accenture technology

Insurance Digital Contact Center Solution

High performance. Delivered.

Using Salesforce® To Enable Customer-Centric Contact Centers

As today's insurance customers take more control and become more educated, they want a new, better service experience. Customers expect agents to know how many times they've reached out before and what other policies they hold. Plus, they expect their issues to be resolved right away and on the channel of their choice.

How can your organization respond to these changes? You need to replace the traditional call center with a digital contact center that focuses on your customers, including their households, agents and beneficiaries.

Improving The Customer Service Experience

In order to provide a better, more customer-centric service experience, your organization needs to overcome challenges in three key areas:
1. Providing value-add services
2. Remaining cost-effective and agile
3. Updating technology

Ultimately, your digital contact center should be guided by two major principles:

1. Driving efficiency for agents via:

   • Predictive Modeling: Create an environment that enables agents to "think ahead" and anticipate the actions required to quickly resolve a customer case.

   • Sensitivity Tractions: Introduce knowledge sensitivity and context sensitivity tractions to help agents make more efficient decisions.

   • Knowledge Management and Dynamic Collaboration: Encourage the sharing of knowledge and information to drive consistent and intelligent agent behavior.

   • Integrated Holistic Desktops: Build a single environment in which agents can work.

2. Delighting customers via:

   • Customer-Centricity: Make all things focused on the customers, not their policy numbers.

   • Data Harvesting: Collect rich data on customer interactions to ensure agents know the customers well (and guarantee the customers know that).

   • Personalized Experiences: Use previous interactions to personalize the service experience for each customer.

   • Efficient Responses: Resolve customer issues as quickly as possible.

While making investments like these in customer service might seem costly, the return – more loyal and lucrative relationships – is worth the while.

Strategy | Consulting | Digital | Technology | Operations

Accenture's Approach

As part of the Accenture Insurance Framework Suite, we have developed a Fullforce-certified solution specific to customer service management and the contact center. The Insurance Digital Contact Center Solution brings together industry CRM best practices with cloud, social and mobile technologies in a predictable way that accelerates time to market.

The Insurance Digital Contact Center Solution focuses on enabling contact center reps to effectively service customers regardless of which platform – phone, email, chat, social, etc. – they're using. Built on Salesforce Service Cloud® using a Common Application Template, this packaged framework includes a common data model and components for data integration and search.

Implementing the Insurance Digital Contact Center Solution can help your organization create a more customer-centric service experience by:

- Enabling cross channel, product and geo servicing

- Providing a central, channel-agnostic location for service interactions

- Integrating legacy back-end systems with user-friendly servicing applications that have rich UIs and directive call scripting

- Efficiently tracking client issues through service tickets

- Opening collaboration opportunities between sales, underwriting, claims and other groups

These capabilities provide numerous benefits including:

- Improved visibility into customer touchpoints

- Elimination of manual processes and lookups

- Increased internal collaboration

- Empowered reps who have the appropriate tools to resolve cases the first time

- Seamless integration between systems to remove data silos and swivel chair processes

Partner For Success With Accenture

From the start of your cloud and CRM journey onward, your organization will have the advantage of our experience and expertise. With the world's largest Salesforce practice and three times more certified professionals than any other company, Accenture helps organizations take advantage of the latest Salesforce technologies to achieve the transformation needed to compete in a cloud first, digital world. The Accenture Insurance Digital Contact Center Solution is a true vertical offering based on best practices and customized to solve your unique customer service challenges.

For More Information, contact:

Toan Huynh
Managing Director – Cloud First Global
Financial Services & Insurance
toan.huynh@accenture.com

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.