

Case Study

UK motor and household insurer achieves \$12 Mn in cost savings with customer service transformation

Flex and evolve relationship with changing business and customer requirements

Solution Overview

Digitally Empowered Contact Center, right-shore model, new policy set-up, policy administration and servicing

Results



\$12 Mn
cost savings



30%
lower cost per contact



60%
higher add-on sales



20
year relationship

Challenges Summary

- Providing excellent customer service across digital channels
- Keeping costs low
- Adapting to changing requirements

“ We have enjoyed a successful partnership with Firstsource over many years. They have worked hard to support the growth of our business and regularly review the value they can add. ”

Client Customer
Service Director

Business challenges

The client is one of the leading general insurance brands in the UK, covering over four million customers across motor, household, travel, and pet insurance.

Their goals for customer service operations are to:

- Achieve high CSAT scores through outstanding customer service
- Keep costs low
- Provide customers with a range of digital channels
- Be able to scale different teams up and down in response to business requirements

Solution overview

The client's relationship with Firstsource, spanning 20 years, has evolved over time in sync with changing customer and market needs. It began with just voice and expanded to include email and webchat. The client has a right-shore model, using in-house onshore teams for voice sales, claims and retentions, and a combination of outsourced and in-house offshore teams for service, back office processing and webchat sales. This blended approach gives them flexibility, cost effectiveness and performance benchmarking with Firstsource as their sole outsourcing provider.

The current service is a Digital Customer Experience (CX) Hub in India with:

- 120 FTEs handling webchat, email policy administration and customer service during the policy term
- 30 FTEs providing webchat support for new policy set-up and servicing, and assistance with online blocks related to
- claims, licence number, payment processing and policy activation
- 10 FTEs performing back-office processing activities such as future date policy cancellation and document management such as no claim bonus, address changes, policy rectification and telematics policy servicing

Solution Synopsis

- Policy administration
- Customer service
- Back-office processing

“ Firstsource's ability to handle complex business initiatives in accelerated timelines and yet be flexible has been demonstrated time and again.”

Client Outsourcing
Manager

What's your challenge?
Let's work together to solve
it. To speak to our experts
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Outcomes

Over the course of the 20-year relationship, Firstsource helped the client:

- Scale up and down to meet their business needs
- Adapt digitally to introduce omnichannel communication and respond to changing customer needs
- Create cost-efficient, quality service to benchmark their in-house activities

Specific results over the years have included:

- \$12Mn cost savings over three years
- 30% reduction in cost per call through improved workforce management and cross-training
- 22% higher cross-sales for add-on products compared with in-house teams
- 50% improvement in CSAT
- 95% of associates working at home within one week in response to 2020 lockdown

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Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading Provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

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