



  
**SinclairVoicenet**  
SMARTVOICE TECHNOLOGY

## CASE STUDY

### AGEAS FINANCIAL INTERMEDIARY DRIVES UP CONTACT CENTRE CUSTOMER SERVICE

Ageas (UK) is part of the Ageas Group, an international insurance company that operates in 14 countries worldwide. It distributes high quality insurance through a range of channels including brokers, IFAs, intermediaries, affinity partners and online. With over 8 million customers, Ageas is one of the UK's leading car insurance intermediaries and provides a comprehensive range of additional insurance products including household insurance, breakdown recovery and personal accident cover.

With dynamic and successful contact centres in Uddingston in Lanarkshire and Birmingham in the West Midlands, Ageas has more than 1000 employees and handles over 10 million customer interactions each year. Ageas has differentiated itself in the highly competitive insurance market by consistently delivering the highest standard of customer service. This approach has resulted in numerous awards including the Insurance Times Awards, National Business Awards and the National Training Awards.



# THE CHALLENGE

As the business has continued to grow, along with the number of interactions handled by the contact centre, it has been an increasing challenge to maintain the rigorous quality standards across the operation.

Ageas wanted to implement an effective interaction recording solution that would capture all calls into the contact centre to achieve compliance with regulatory requirements. The company also wanted to enhance

existing quality management processes by automating time consuming manual tasks and facilitate the production of meaningful reports that would provide valuable insights to help improve the level of customer service. Another important requirement was the ability to rapidly locate and access stored recordings to streamline the complaints handling process.

# THE SOLUTION

Ageas undertook a review of the market and carried out thorough evaluations to determine the most appropriate solution. With 12 years experience of working with the Ageas organisation, Sinclair Voicenet recommended the installation of NICE Perform, an interaction recording solution and a powerful quality management application that would easily integrate with the existing Avaya telecoms infrastructure. The installation was a straightforward process and Sinclair Voicenet helped to optimise the configuration to meet Ageas' specific requirements.

According to Audrey McDade, Head of Quality for Ageas Financial Intermediary: "It was clear that NICE Perform would help us to achieve an overall view of how we treat our customers and the type of customer experience we were providing. Combined with the fact that Sinclair Voicenet has unrivalled experience of deploying and supporting call recording in contact centres, it made a compelling proposition."

All calls to the contact centre are recorded by NICE Perform and stored locally as well as being archived to a central NAS facility to meet all regulatory requirements. A browser-based application enables recordings of interactions to be quickly located for instant replay using a flexible range of criteria including time, date, agent, CLI, product area, etc. Instant access to recordings has significantly enhanced the resolution of customer complaints by eliminating the need for a full time employee to manually search through recorded tapes to locate specific interactions.

Recordings can also be accessed by agents, to evaluate and measure their own performance, as well as senior staff who can provide additional feedback and insights to improve performance.

Automating the quality management process has enabled Ageas to monitor more calls giving more time to focus on improving team performance. It allows the creation of rules-based schedules to present supervisors with a focused selection of interactions to be reviewed and eliminates the time consuming random selection of calls that previously took place. This enables the rapid identification of trends and quality issues such as agent knowledge gaps and missed cross- and up-sell opportunities as well as proactively flagging potential service issues, enabling immediate action to be taken.

"The insights provided by the system have had a significant impact on improving the quality of service provided to all our customers," continued McDade. "It has enabled us to achieve an 80% reduction in the number of complaints from customers. We have also dramatically improved the complaint handling process up to 98% of all issues now resolved within five days."

NICE Systems technology is now widely used across Ageas' customer service operations. It is also being used to track the progression of email and hand-written customer correspondence through to successful resolution.

"Quality management is now embedded across the business and is enabling us to proactively drive up the level of customer service." concluded Audrey McDade.

“ SINCLAIR VOICENET HAS ENABLED US TO SIGNIFICANTLY ENHANCE OUR BUSINESS PROCESSES, THE PERFORMANCE OF OUR SERVICE OPERATIONS AND THE VALUE WE DELIVER TO OUR CUSTOMERS.

Audrey McDade  
Head of Quality Management, Ageas Financial Intermediary



## ABOUT SINCLAIR VOICENET

FOUNDED IN 1967, SINCLAIR VOICENET LIMITED IS THE UK'S LONGEST ESTABLISHED SPECIALIST PROVIDER OF MULTIMEDIA INTERACTION RECORDING, QUALITY MANAGEMENT, INTERACTION ANALYTICS AND WORKFORCE MANAGEMENT SOLUTIONS.

Based in East Kilbride, we provide a comprehensive range of customer interaction solutions and services to industry sectors including contact centres, financial institutions and public safety through to local authorities and utilities.

Sinclair Voicenet was one of NICE Systems' first Platinum Partners and is the UK's only NICE Certified Consultancy Partner.

Uniquely, this qualifies the company to deliver NICE's consultancy package and ensure that applications are configured to meet business requirements and tuned to deliver maximum benefits.



## OUR SERVICES

### INTERACTION RECORDING

Interaction and compliance recording solutions for contact centres, financial institutions and public safety organisations.

### CONTACT CENTRES

Value added applications that enable organisations to improve performance.

### PUBLIC SAFETY

Solutions that provide control centres handling emergency calls or managing security operations with 360-degree insight before, during and after events.

### PAYMENT PROCESSING

Solutions that enable contact centres taking sensitive personal information over the telephone to comply with PCI DSS.

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