SUCCESS STORY | INSURANCE

Major insurance company in the US consolidates vendor contact center platforms with Cisco Webex Contact Center Enterprise (WxCCE)

Transforming into a single cloud contact center

The client is a prominent American insurer group offering various insurance and financial services products. The client holds a significant presence in the insurance industry, with more than 48,000 exclusive and independent agents and approximately 21,000 employees.

Requirements

The client faced challenges with multiple outsourced vendor call centers, resulting in a lack of visibility and difficulty tracking calls once they left the IVR (Interactive Voice Response) system. They sought a solution to consolidate these disparate vendor platforms into a single cloud contact center. The client also expressed interest in obtaining reports on vendor call center performance,

similar to the insights available in their existing on-premises Cisco UCCE solution.

Solutions

After evaluating various options, Servion, a Cisco Systems global technology partner, proposed deploying Cisco Webex Contact Center Enterprise (WxCCE) to address the client's requirements. The solution involved migrating all vendor contact center agents to the cloud-based WxCCE platform while handling self-service through the existing on-premises Cisco Contact Center platform. The integration was achieved using Intelligent Call Manager (ICM) to ICM Gateway (GW) for post-IVR agent transfer and queuing services from the WxCCE platform. In total, one hundred agents were configured in this new cloud-based solution.

Key Benefits:

The deployment brought about several tangible benefits for the major insurance company:

- **Unified Platform for Vendor Contact Centers:** Consolidating multiple outsourced vendor platforms into a single cloud contact center provided a unified platform for efficiently managing customer interactions.

- **Improved Visibility and Reporting:** The client gained better visibility into calls handled by outsourced vendors.

- **Efficient Call Management:** The new solution allowed for efficient call volume management by routing calls from the on-premises UCCE to the cloud-based WxCCE platform.

- **On-Premises and Cloud Integration:** Integration between the on-premises UCCE and WxCCE solutions allowed real-time monitoring of service adherence.

- **Scalability:** The solution offered scalability to accommodate several hundred vendor agents, ensuring flexibility for future growth.

- **Lower Total Cost of Ownership (TCO):** The cloud-based WxCCE solution offered cost benefits, leading to a lower total ownership cost than traditional TDM (Time-Division Multiplexing) ACDs.

- **Improved Platform Availability:** The move to cloud-based solutions enhanced platform availability and ensured a more reliable and stable system.