



# Enhancing Customer Service

## Business *EXLerator* Framework® improves key objectives

### Client

One of the largest personal lines, property and casualty insurers in the US

### Background

Inbound customer service operations cater to queries from customers including support for online accounts, policy documentation requests, policy changes, billing and premium changes along with related information.

### Challenges

- › High percentage of repeat calls
- › Opportunity to improve predictability in call volumes and optimize staffing
- › High average handling time for complex billing queries

### Solution

EXL partnered with clients to handle inbound customer service for all queries related to personal, auto and property except for premium changes.

- › The client was seeking a solution to address their first call resolution (FCR). This is a key driver for customer satisfaction (CSAT) by process re-design automation, especially for billing related calls.
- › After the solution was provided by EXL, the following KPI's were identified:
  - › Customer Satisfaction (CSAT)
  - › First Call Resolution (FCR)
  - › Average Handling Time (AHT)
  - › Cost to serve

## *EXLerator*™ Solutions

- › EXL's team implemented various solutions covering a technology and analytics domain with a focus on the industry's best-practices.
- › Analytics solutions were driven by capacity optimization and behavioral models for improved workflow management and staff allocation.
- › In best practices, EXL focused on call script changes for back office and contact center integration.

## Results

~5% **Improvement**  
in customer retention

~2% **Reduction**  
in repeat calls

5K+ **Reduction**  
in overall call volume