

Leading Auto Insurance Company Reduces Operating Costs by 40% while Improving the Customer Experience

INTRODUCTION:

This leading auto insurance company specializes in providing property and casualty auto insurance in the United States. Their company is built on the philosophy of customer service and they strive to provide caring, professional, knowledgeable, responsible and dedicated customer service to help make insurance affordable to every driver, no matter what their situation. With a large segment of their customer base being Hispanic, they also wanted to provide customer service in their customer's language of choice.

THE CHALLENGE:

The auto insurance company was utilizing agents in their in-house contact center in the U.S. which was quite expensive. In addition, they had a limited number of Spanish speaking agents to speak with their growing Hispanic customer base. They knew customer service was critical to their company's success and they knew they needed to keep costs down to continue providing affordable auto insurance. They needed to make a change. The auto insurance company searched for more than six months to find an outsourced contact center partner that had specific experience in the auto insurance industry. They also wanted to find a partner that could provide bilingual customer service agents, so they could service both English and Spanish customers. And finally, they were searching for a vendor that would help them lower their operating costs while continuing to provide excellent customer service.



SOLUTION:

The auto insurance company ultimately chose Centris to support their customer service needs for three main reasons. First, Centris has vast experience providing customer service to the auto insurance industry. They understand how to handle all of the various contacts related to the auto insurance industry and how to handle the sensitive calls when someone has been in an accident. Second, with Centris' contact centers in Mexico, they would have an experienced group of agents that could provide customer service in both English and Spanish. And finally, with the nearshore contact center model, they would instantly see a substantial reduction in their operating costs.



THE APPROACH:

The auto insurance company wanted to take things slowly and try Centris on a smaller scale before moving forward. Initially, it was agreed that Centris would train 25 agents over a period of 30-45 days to handle first notice of loss calls. The representative from the auto insurance company noticed the Centris agents brought a passion for their job that matched and sometimes exceeded that of their own internal agents. It was also noted that Centris agents prioritized the customer experience and took the time to empathize and understand the customer during the course of the conversation.

THE RESULT

After only 90 days providing first notice of loss support, the company requested 20 more Centris agents be added to support customer service. The customer service functions would include inputting new customer information and processing payments. Over the course of the next several months, agents continued to be added to support more of the company's customer needs. From the initial engagement, the relationship has grown over 500%. It is expected the insurance company will double the services Centris provides over the next 18 months. Additionally, Centris will begin to monitor QA for the company's internal contact centers across the U.S.



SUMMARY

Centris provides bilingual customer service agents with experience in the auto insurance industry to this company at a cost of 40% less than what they had previously paid. The auto insurance company was able to achieve a substantial savings by moving some of their U.S. based contact center work to Centris' near-shore contact centers in Mexico. Centris agents brought a passion and level of expertise to the job, that so impressed the company during the initial testing phase, they decided to add more Centris agents to cover more customer service functions.

About Centris

Centris provides advanced contact center solutions and strategic business intelligence to our partners, through our talented and skilled team of agents in Mexico, allowing us to help our partners increase customer retention and sales, and improve their bottom line.

With more than 20 years' experience, we specialize in quality bilingual calls, technical support, and helping companies expand into the ever-expanding Hispanic market. With our nearshore business model, Centris provides up to a 70% savings over U.S.-based call centers, all while improving quality. In addition to our bilingual support, we're known for our accent-neutral support in English and a deep understanding of American culture.

Our services include customer support, inbound sales, marketing surveys, financial services, technical support, insurance services, live chat, and business process outsourcing. While we support numerous industries, we have specialized experience in the insurance, healthcare and security space.



**Looking for a Nearshore
Contact Center Partner?
Contact Us!**

info@centrisinfo.com | www.centrisinfo.com
+1 (800) 530-4897