

Ozonetel deploys an integrated contact center solution for one of the largest insurance companies in India with its headquarters in Mumbai, offering a range of individual and group insurance solutions that meet various customer needs such as Protection, Pension, Savings & Investment and Health, along with Children's & Women's Plan.

Business challenge – The Sales & Marketing team at this Insurance Company run a large number of campaigns for lead generation.

- ✓ **No centralized view of the process** running out of 2 different BPOs located separately
 - One of the BPOs uses its own in-house CRM solution whereas the other BPO doesn't use any CRM and depend on Excel Spreadsheets as a lead tracking tool.
 - The BPO partners were two different entities there was no unified view of overall process
- ✓ **Lack of a system driven SLA within the CRM to track response to leads**
 - The Sales & Marketing team at HDFC Insurance had no real-time metrics available nor real-time access to the leads coming in.
- ✓ **Delayed reporting of data related with the marketing campaigns**
 - The head office would receive the data from the BPOs T+4 which was highly inefficient in terms of lead handling and campaign management for the marketing team.

Ozonetel solution - Ozonetel deployed a Cloud Contact Center Solution integrated with Sugar CRM.

- ✓ They have a **real time access** to all the leads and the metrics associated with these leads.
- ✓ They can now monitor the efficiency with which the calls are being handled at each of the BPOs through a unified view on their **live dashboards**.
- ✓ The reports can be generated on **real time basis**.
- ✓ The Sales & Marketing team can now track the source of the leads as well as relate the leads to a specific campaign – thus easily calculate the **right marketing ROI**
- ✓ **Easily manage 3rd part BPO center remotely** - even though the Call Centre is not owned by HDFC Insurance, they have complete view of how the calls are being handled.

Impact of using Ozonetel

- ✓ Faster lead response - **180% improvement in response time** to contact a lead
- ✓ Increase in sales - **50% increase in net sales** done
- ✓ Faster data collation - Improvement in providing real time access to reports from a **gap of T+3** for both BPO partners combined thus giving a unified view
- ✓ Improved customer experience - Overall the customer experience has improved dramatically because of more transparency in the leads coming in
- ✓ **Getting more out of the BPOs** - Automatic business rules for lead distribution to BPO partners thus avoid a 3 FTE cost for MIS & data
- ✓ **No additional investment** - Complete savings in Capex
- ✓ Built automation into the integrated system - Automated call flows & IVR have made the whole system inherently efficient
- ✓ **Inherent audit mechanism available now** - With Call recording feature, the system is completely auditable as well as helps with quality control