

Case Study: *Healthcare*

One of the world's largest insurance groups with a business focus on life insurance, pensions, savings and investment products sought out Sitel to create a revenue benefit from an inbound up-sell/cross-sell channel.

Existing Structure

- One million inbound service calls per month
- Average call length 3-5 minutes with internal CPM of \$0.55
- Product "sold" through multiple channels
- Decreasing revenue and sales thru existing channels
- High claims expenses

Objectives

- Translate inbound service center into revenue producing unit
- Maintain and improve customer satisfaction scores
- Strengthen brand
- Build customer loyalty
- Improve persistence and profitability of insurance products

Results

- Achieved 15-30% reduction in service costs
- Created new revenue streams and shortened revenue time
- Increased customer satisfaction levels

