COMPANY
The US-based insurance and financial services group started off by offering agriculture insurance. Over the decades, it diversified across vehicle, property, casualty, life, and health insurance, and an array of financial services products. Today, it sells in 40 US states, including Alaska, serving a million households and businesses, and has provided insurance cover to more than a million vehicles.

CHALLENGE
As a competitive player in a crowded market, the company’s goals were clear—create differentiation and sustainability through exceptional service and innovative selling. This required that its vast contact center and field employee network and customers receive accurate, consistent information, exactly at the point of need, over whatever interaction channel they were using. But in reality, knowledge was stored in silos, scattered, and varyingly available depending on user and channel. Many agents, in fact, were using handwritten notes for reference, leading to inconsistent and inaccurate responses and, ultimately, dissatisfied consumers.

The insurer realized that only a hub approach could facilitate the kind of consistent, omnichannel consumer engagement it wanted to deliver.

SOLUTION
The company started to look for an omnichannel customer engagement platform as opposed to point solutions. Besides unifying the interaction channels, the platform had to enable integrations with the contact center’s other CRM systems for a transformative 360 degree user experience.

The group selected the eGain Customer Engagement Hub™ (eGain CEH™) platform for the CX makeover. eGain’s partnership and certified integration with Cisco, premier analyst ratings, and awarded omnichannel knowledge capabilities were the deal clinchers. eGain has completed a unified implementation of eGain Mail™, eGain Chat™, eGain ClickToCall™, and eGain Cobrowse™
on agent desktops for assisted sales and service engagement. The apps allow agents to provide proactive, collaborative help to online customers to resolve issues and close transactions.

The next implementation phase includes eGain SelfService™ and eGain Knowledge+AI™, eGain's awarded knowledge apps. These provide consistent, secure, and contextual knowledge to users, anytime, anywhere. The company also selected eGain Analytics™ which, when plugged into the engagement channels, allows slice and dice of metrics by channel and business goals for actionable insights.

To stay cost-effective, the company chose the eGain Cloud™ deployment option.

RESULTS
The company is thrilled with the speed of implementation. “The eGain project team helped us implement multichannel in a timely manner,” says the Supervisor of Contact Center Projects, admitting to being worried due to other experiences. Customers love the new interaction channels, with the business having “received good feedback” from them. Both consumers and agents are satisfied with the speed of resolution that the web collaboration technology set brings, with more sales deals being closed online than before.