



# Unleash the hidden value in your financial institution's contact center

If you're not delivering over-the-top customer experiences, it's hurting your bottom line.



The first impression many large enterprises make on a customer comes from initial contact over the phone or internet. This is particularly true for insurance companies. In other words, your contact center sets the stage for the entire customer journey, rendering it a key component of your business. No matter how much your brand and advertising might promote your insurance expertise or claim to offer a personal touch, all of that is put to the test each time a customer enters your automated contact center environment.

A study by 1st Financial Training Services showed that 96% of consumers won't complain when they've had a bad experience, but 91% will simply leave and never return. That is a significant loss of potential revenue that cannot be overlooked.

As an Amazon Partner Network (APN) Consulting Partner, Capgemini can help you retain customers by building a cloud-based contact center that provides a personalized omni-channel customer experience. These systems dramatically improve the customer experience while reducing cost to the business. Plus, you can be assured it is built using the best practices for AWS services because Capgemini is one of the few global system integrators (GSIs) that have Amazon Connect Service Delivery Partner (SDP) Status.



## Customers have high expectations

Customer expectations have escalated, thanks largely to the technological advances made in online retail. Now those expectations have migrated across to the industry, and everyone just assumes they can manage all of their insurance affairs on any of their devices.

When insurance customers call in to make inquiries, issues like long wait times, repetitive queries, and impersonal or ineffective agents are simply not tolerated. Plus, they expect transaction confirmations and follow-ups via email or instant messaging. We've become an on-demand culture, and that has raised the bar on customer service and the ways it has to be administered.

Fortunately, new technologies like artificial intelligence (AI), deep learning, speech recognition and analytics present new opportunities to streamline and expedite the customer experience while delivering more value. This technology advancement also lowers the operating costs of many call centers, enabling them to serve more customers with fewer resources.

As a business, if you're not 100% confident that your contact center is meeting your customers' expectations across all digital channels—and reinforcing the values you put forth as a company—it's time to consider a better solution.



## Meet the modern contact center

Capgemini's Contact Center Transformation Solution with Amazon Connect gives your insurance customers a smarter personalized experience across their preferred digital channels. The days of channeling calls through a central operator, entering extension numbers, or spelling out names on the keypad are over. Our cloud-based contact center intelligently serves your customers' needs while reducing operating costs to the insurer.

This modern contact center automatically identifies customers based on the contact information you already have for them. Customers are greeted by name and can interact via voice, chat, email, IM, or custom applications with friendly and intelligent virtual agents capable of real-time analytics and sentiment-based routing.

Using speech recognition with AI, the system can identify key words in the customer query and act instantly to connect that customer to the desired information. The system also detects when human intervention is required and can redirect the call to a live agent.

Even before the agent answers the call, the CRM functionalities ensure that the agent has the most current information about that customer in front of them, allowing them to be more understanding and knowledgeable and able to resolve the customer's problem quickly.

The Capgemini's Contact Center Transformation Solution with Amazon Connect also enables outbound calling with the ability to automatically document a customer's response. This is ideal when you need to inform customers about fraudulent claims, missed payments, policy expiration, and other notifications.

As a 100% cloud-based solution, Capgemini's contact center solution requires no hardware or location setup, and easily scales to support insurance businesses of any size. Plus, it comes ready to integrate with your existing customer relationship solutions, like Pega Systems and others, so you can be up and running—and winning over customers—quickly.



## Rethink insurance claims intake

Claims intake is one of the most important customer touchpoints in insurance. Customers who have had an auto accident, or an illness requiring a trip to the emergency room, are already under significant stress and shouldn't have to experience any more when they file their claim.

As the Capgemini World Insurance Report 2018 revealed, one way for insurers to put customers first is to improve digital agility across customer touchpoints, including key steps in claims reporting and processing. Delivering the best experience here can convert a customer into a loyalist.

Capgemini's Digital First Notice of Loss (FNOL) Utility is hosted on AWS and uses AWS native stack (including Amazon Connect). AWS capabilities and Capgemini expertise in insurance and call center transformation help deliver great value to insurance carriers around the world.

### Benefits:

- Reduce claim intake expenses by 25-40%.
- Reduce loss adjustment expenses by 70%.<sup>1</sup>
- Settle claims 20-50% quicker.<sup>1</sup>
- Retain up to 15% more customers.<sup>1</sup>
- Improve loss ratio by 1-2% by reducing fraud.<sup>1</sup>

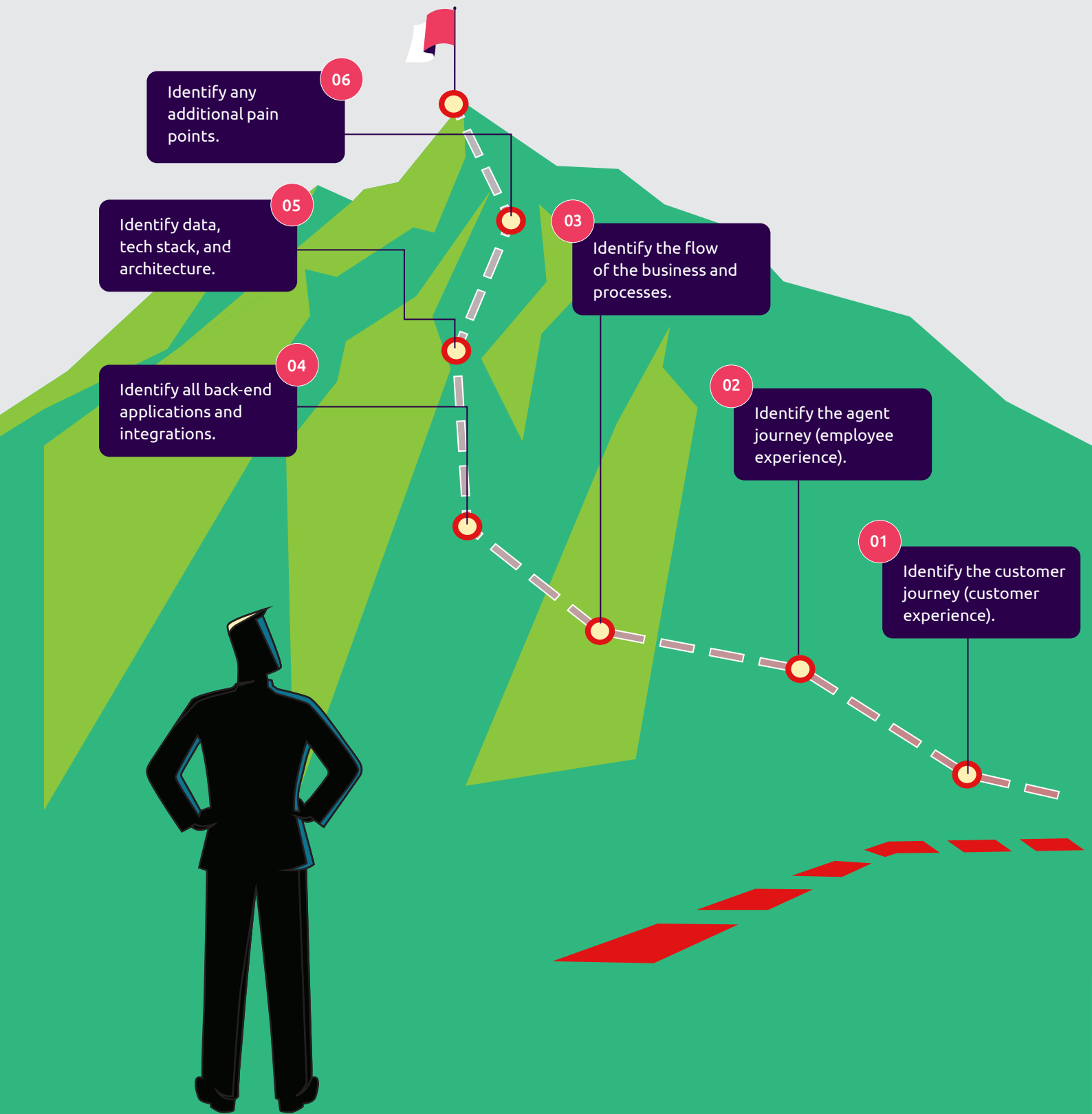


## The transformation journey (building the blueprint)

Capgemini is aware of the challenges faced by agents and customers alike and has designed their solution to deliver optimal experiences for both parties. To address these challenges, an engagement blueprint is built that outlines the customer's journey through the automated system. This includes the options available to the customer at each level in the system and the queries needed to direct them to their desired result.

<sup>1</sup> Capgemini: "Digital First Notice of Loss Utility," accessed April 19, 2021.

At each level in the blueprint, key words are identified to create entry points for live agents to get involved (if necessary). To make sure this essential step is done properly, Capgemini follows a robust six-step engagement blueprint:



Once the initial blueprint is established, it can be applied to various digital channels to provide a consistent user experience. With only a few clicks, you can quickly set up a new omnichannel contact center, and agents can begin talking and messaging with customers right away. And because the service is fully scalable, you'll never outgrow it.



**Need a self-managed contact center solution?**

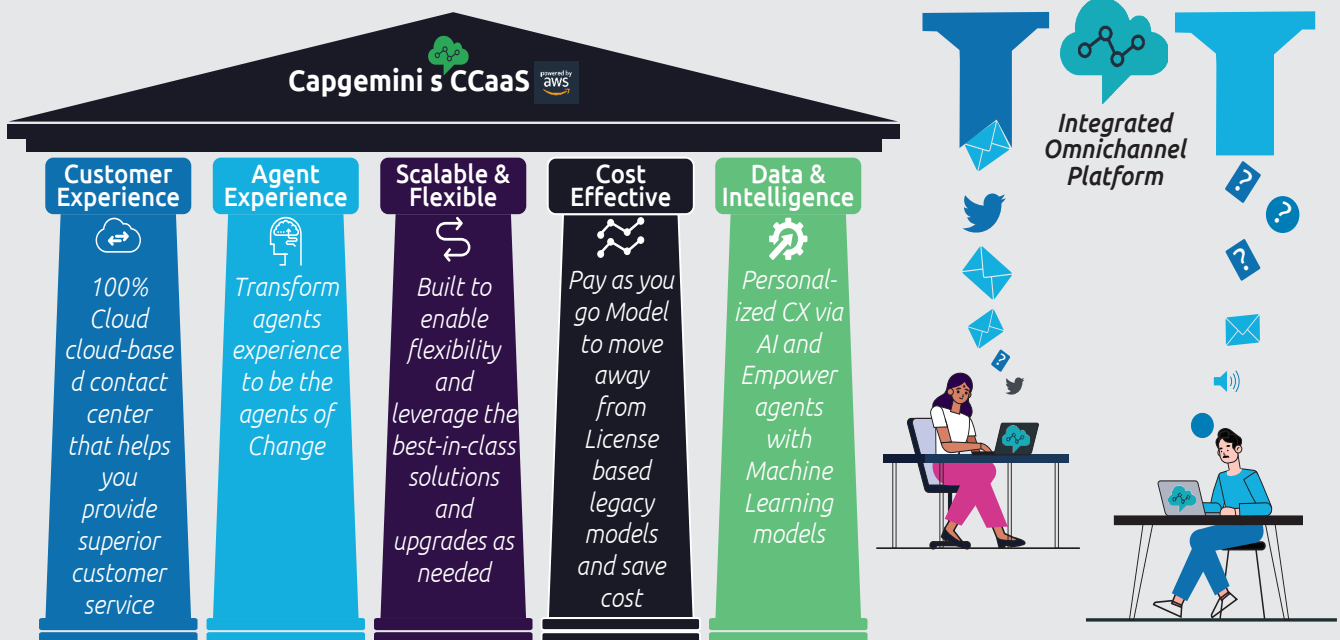
*Insurers who prefer (or require) a fully self-managed contact center solution can subscribe to Capgemini's Contact Center as a Service (CCaaS) program. Under this program, Capgemini operates your entire contact center solution off-site, providing live agents and maintenance as required. Your business pays only a monthly subscription fee contingent on the amount of agent activity.*



## Bottom line benefits

Implementing Capgemini's Contact Center Transformation Solution with Amazon Connect brings inherent efficiencies into your insurance company's call center environment. The key areas of cost savings are:

### Capgemini's CCaaS Solution Pillars





## The hard numbers

According to [Forrester's report](#)<sup>2</sup> on the Total Economic Impact (TEI) of Amazon Connect, Forrester concluded that the three-year financial impact of switching to Amazon Connect helps the average customer achieve significant costs savings, increased income, and improved agent productivity. Key findings include:

- Reduction in cloud technology costs of \$4.3 million
- Increased operating income by \$2.6 million
- Subscription cost savings of 31%
- Agent labor savings from reduced call volume of \$4.6 million
- Return on investment (ROI) of 241%



## Equip your contact center for success

Capgemini's Contact Center Transformation Solution with Amazon Connect addresses the most common challenges faced by call center representatives and customers alike and empower them with features like:

### Consistent customer view.

Let your customer reps know the reason for the next call before they take it and let them generate new cases (service requests) or view existing ones.

### Service consistency.

Provide your customers with consistent interactions regardless of the service channel they use with pre-built, configurable lightning flows.

### Customer self-service.

Enable your customers to record their responses to common outbound call requests (like fishy transaction alerts and missing payments) without engaging call center representatives.

### Best next offer/action.

Proactively suggest beneficial products and services to the client using information already known and information they disclose.

### Knowledge management.

Serve relevant articles to call center representatives to address common questions without the need for research.

### Referral management.

Automate referrals and introductions of clients across lines of business when the situation warrants the introduction of teammates.

### Sensitive data redaction.

Automate the redaction of sensitive data, such as personally identifiable information (PII), for both transcripts and audio recordings.

### Contact categorization.

Automate the contact categorization process leveraging AI and machine learning capabilities from Amazon Connect.



<sup>2</sup> AWS, "The Total Economic Impact (TEI) of Amazon Connect", [https://pages.awscloud.com/Amazon\\_Connect\\_Forrester\\_TEI\\_Report.html](https://pages.awscloud.com/Amazon_Connect_Forrester_TEI_Report.html)



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## Let's get started

As an AWS APN, Caggemini can help your insurance company build an ideal cloud contact center with Amazon Connect to help improve your customer experience while delivering superior outcomes at a lower cost.

Caggemini is at the forefront of innovation to address the entire breadth of client opportunities in the evolving world of cloud and digital. With a multicultural team of 300,000+ people in over 40 countries, Caggemini has trained 8,700 employees to work on AWS environments and employs over 2,400 certified AWS consultants.

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## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of €16 billion.

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[Learn more](#) about Capgemini's Amazon Connect solution.

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