

CONTEXT

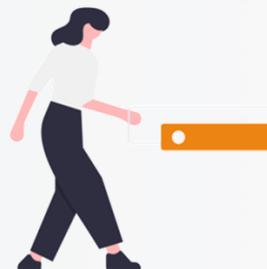
A professional insurance broker faces the following context:

- Overburdened call centres
- Desire to provide customers with the possibility of contacting the company by email
- Constant growth in customer queries

KEY FIGURES



emails per year



skills areas (signing up, medical fees, quotes...)

CHALLENGES



- Provide **sufficient service quality by email** so that customers prefer using this method
- Be able to **handle strong growth in the number of emails** while also limiting growth in teams

WHY OWI ?

- Ability to integrate into Outlook
- Adaptability of the solution to increased volumes
- Fast implementation



PROJECT STAGES

- SaaS mode chosen by the Client
- OWI.Mail integrated in the Outlook used daily by the agents
- Go live after 4 months of project

BENEFITS

- Decongestion of the telephone channel: Customers have switched from the telephone channel to the e-mail channel
- 100% of emails automatically categorized and routed into thematic folders
- 25% more productivity on emails with response assistance
- Staff growth uncorrelated with growth in requests

