Case Study (Godigit General Insurance Ltd.)

Base Info:

Company name: Godigit General Insurance Ltd (Bangalore)

Industry: Insurance

Capacity: Total 755 Agents Seats

Average Number of calls: 25,000 to 30,000 calls per day

1. **Customer Profile:** Godigit General Insurance Ltd is a dynamic and innovative insurance company headquartered in the vibrant city of Bangalore. It offers a wide range of insurance products, including auto insurance, health insurance, travel insurance, and more.

   Godigit provides customer-centric insurance solutions that empower individuals and businesses to safeguard their futures with confidence.

2. **Challenge your client was facing:**

Our client needed a versatile solution to generate and manage leads, efficiently handle and track customer inquiries and claims, engage potential customers, ensure data security, and enhance agent performance. The objective was to reduce handling times, boost productivity, and manage sensitive customer information.

3. **Solution your client required**

ConVox Calling Solution 3.2.4 – multiple dialing modes

We've deployed ConVox Calling Solution - 3.2.4 version to cater our client's diverse insurance portfolio. Our implementation offers a versatile array of dialing modes, including Progressive, Predictive, and manual tailored to their specific needs. These customizations enable a more efficient and tailored approach to customer interactions, optimizing their operations across various insurance lines and enhancing customer service.

This chosen software had to streamline these processes, enabling the client to provide excellent service in a competitive industry while adhering to compliance requirements and retaining customer satisfaction.

4. **Specialized customizations**

Data upload API: It is an interface that allows users to programmatically upload or import data into the call center software. The data can include – customer information, contact lists or any other data needed for contact center operations.

Dependency drop-downs: It is a feature that allows for the dynamic display of dropdown menus or lists where the available options in one dropdown are dependent on the selection made in a previous dropdown. It streamlines the data entry process and improves data accuracy.

Digit Desk CRM Portal – In this portal, tickets are raised and floated to the ConVox Contact Center Solution. We have provided them with a dedicated support team and developer to take care of the raised tickets.

Personalized dashboard – A live dashboard is provided them to view the details of the inbound and outbound calls, lead generation reports and many more

Renewals – Whenever the policy gets expired, the system automatically scans the policy renewal customers and the amount to be paid, then the system initiates the call to the agents automatically to contact the customers.

5. **How ConVox scale up your client's business?**

Our client is thoroughly satisfied with our dedicated support system, which efficiently addresses their inquiries and complaints. We've seamlessly integrated ConVox calling solutions, tailoring them to their specific needs. This has enabled the client to automate the retrieval of customer data, facilitating seamless connections with potential customers.

As a result, they can now focus on enhancing their business operations, leveraging our customizations and robust support system to maximize their efficiency and effectiveness. This comprehensive solution has met and exceeded the client's expectations, fostering a mutually beneficial partnership.