

# SOLVING THE MULTI-SYSTEM DILEMMA

## *Global Insurer Boosts Loyalty and Sales* with Customer Service Technology

**W**hat turns customers off about calling their insurance company? Three things — holds, transfers and callbacks. No one wants to be placed on hold or transferred to another department. Even worse are tasks that require a callback — and an inevitable round of telephone tag with the customer's voicemail.

Providing an immediate, once-and-done response is a challenge for most insurers because their policy information is housed in multiple systems. It takes an expert in every system and product line to provide consistent service on every call.

Many leading U.S. life and annuity carriers have found a solution to the multi-system dilemma with CSC. One global insurer unified multiple systems with CSC's Customer Service Accelerator. The carrier's U.S. division has been using the software since 2006 to shorten response times, improve customer and producer loyalty, and generate new sales opportunities.

Customer Service Accelerator, which provides a common Web-based front end for back-end systems, in 2009 became part of the company's strategy to unify the look and feel of its systems across the U.S., Europe and Asia.

### **Strengthening Sales Relationships**

Since the initial production deployment, the carrier has improved service response times and effectiveness, and reduced holds, transfers and callbacks. Better still, the company gained the flexibility to assign customer requests to the best-available resources.

**“The role of the CSR has expanded and customer demands have become increasingly complex.”**



**MICHAEL W. RISLEY,**  
*president, CSC's Life and Annuity Division*

Customer service representatives (CSRs) are processing calls faster, which strengthens their rapport with customers and sales partners. Having each customer's complete relationship and history at their fingertips allows them to take advantage of all possible sales opportunities.

### **Simplifying Systems**

The new system gives CSRs one intuitive user interface with a common look and feel for front- and back-office functions across all of the company's policy admin systems. They log in once to process specific business transactions, address telephone inquiries, check the status of prior work requests and perform other back-office functions. CSC's service-oriented architecture uses ACORD and other industry standards to ensure seamless integration between all of the systems.

Not only does it make it easier for CSRs to work with multiple systems, it also provides seamless integration with the telephone system. When callers are transferred, all of their policy and account information pops on the screen so they don't have to repeat their information.

Customer Service Accelerator's common user interface is empowering CSRs to go the extra mile. Multi-tasking is more manageable and training time is dramatically lower as well.

“The role of the CSR has expanded and customer demands have become increasingly complex,” said Michael W. Risley, president of CSC's life and annuity division. “Customer Service Accelerator helps cut through the delays, transfers and callbacks to create lasting loyalty and new sales opportunities.”



For more information, visit  
[www.csc.com/csaccelerator](http://www.csc.com/csaccelerator).