From service call to sales engine: a contact center transformation

Unified Engagement Suite powered by Genesys

A leading French insurance company decided to power up their contact center to support their business strategy

Highlights

- After a significant merger, the company wanted to unify and migrate their sales centers to the cloud
- At the same time, it decided to better manage telemarketing and optimize segmentation and targeting by better understanding their customer profile, so…
- …the contact center could turn leads into customers more efficiently.
- Orange Business Services Unified Engagement Suite based on Genesys PureCloud, combined with Genesys Altocloud, helped the organization find the winning trio of heightened revenue, modernized customer service and a more agile contact center.

Headquartered in France

5,700 employees servicing 426,000 customers

The Nr. 1 insurance collective in the French market

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Issues and challenges

Formed from a significant merger on 1st January 2019, this French insurance company provides health insurance, retirement planning and future planning for individuals and variously sized businesses. Operating uniquely in France and for French expatriates has given them the opportunity to become the largest incumbent in the French life and health insurance market, controlling a 6th of it.

The service call, which is the lifeline of the contact center, provides immense potential to initiate a sales cycle. With this in mind, this company turned their contact center into an efficient sales center, empowering agents with selling techniques and tools to renew contracts as well as cross-sell and up-sell products.

The Orange Business Services solution

- Unified Engagement Suite – Genesys, deployed and managed by Orange
- 332 agents across 3 sites in France
- End-to-end service delivery and management: cloud migration, non-standard CRM integration and business application evolution
- Altocloud – predictive analytics based on real-time visualization of customer web behavior

The benefits

As well as modernizing their contact center, Orange provided the customer with Genesys Altocloud, a customer journey analytics platform that provides real-time visualization of digital behavior. A game changer for any sales center!

- Increased conversions by proactively engaging visitors, turning them from window shoppers into customers
- Driven more revenue through better targeted outbound sales calls
- Modernized previously separate contact centers for more flexibility, agility and reduced costs
- Improved their innovative capabilities to better compete in the market

For more information about Orange Business Services, visit www.orange-business.com

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