

When everyone's together, you can really get to know them

Here's how Vodafone Business UC with RingCentral could improve an insurance provider's customer engagement by unifying its digital channels.



Key facts

Sector:
Insurance

Key features:

Unified communication dashboard, seamless integration with communication apps, AI-based smart engine



The challenge

Customer service that can't serve customers

A large insurance provider finds customers prefer to use digital channels like Facebook messenger and WhatsApp to manage their insurance.

With the aim of getting closer to their customers, they decide to boost the number of digital touchpoints across the board to create a supportive, frictionless service that put the customer first.

However, the insurance provider's chosen digital customer service solution isn't delivering. It has no way of storing previous communications, making it hard for

customer service agents to get a clear picture of customer interactions and anticipate their needs.

This leads to agents searching through every digital channel one by one to see if a customer has written a message. Tracking interactions becomes painful and wastes valuable time.



The solution

Seamless integration at your fingertips

With us, the insurance provider could unite all its customer interactions across all digital channels into one, easy-to-use dashboard.

Agents could handle customer enquiries faster, and within a year go from handling around 100 messages per month to 4000. The overall customer experience would be improved, as agents could easily respond to multiple messages at once through a more conversational interface.

Our platform can automatically recognise multiple languages across all channels, meaning the business could scale in line with global operations. It also uses an AI-based smart engine to help agents get a view of a single customer identity as well as the customer history.



The benefits

Great conversations for years to come

- Increased productivity as agents can easily locate and resolve enquiries (from 100 to 4000 messages answered per month)
- Improved customer experience through conversational user interface
- AI-based smart engine makes managing customer information easy
- Unified communications dashboard makes building customer profile quick and simple
- Seamless integration with current and future digital channels



Put smiles on faces

Get to know all the features behind Vodafone Business UC with RingCentral and see how a more flexible communications solution can help you build exceptional customer experiences while boosting productivity.

[Find out more](#)