CASE STUDY

quadrafort

Banking & Financial Services

A leading financial services organization dedicated to helping people achieve lifetime financial security and live healthier lives. We provide a wide range of insurance and investment products and services in key markets around the world including Canada, the United States, the United Kingdom, Hong Kong, the Philippines and Indonesia. Major Canadian Insurance Company have more than 34,000 employees and 112,900 advisors worldwide.

Value Creation Modules

Customer Life Cycle Management
Automated customer onboarding and lifecycle management with defined milestones.

Omni channel Complaint Management
Omnichannel customer service with defined SLA and milestones powered by AI driven sentiment analysis

Point to Point Real Time Integrations
Integrations with 37 different system via REST APIs, allowing real time flow of data

Billing Operations
Contemporary system for client billing, receivables and and credit risk management

Back-end Operations
Automated back-end operations like underwriting to enhance operational efficiencies
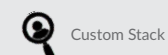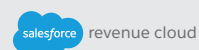
Intelligent Reporting
Real time reports and dashboards for the business owners and operations team to keep a check on business health

Personas

- Sales Team
- Service Team
- Marketing Team
- Management Team
- Operations Team
- Data Team
- Vendor Management Team

Products & Technologies Used

- salesforce financial services cloud
- salesforce revenue cloud
- salesforce analytics cloud
- Custom Stack

INDUSTRY

Banking & Financial Services

CHALLENGES

- Lack of customer unified data across different business vertical.
- Duplicity of customer accounts and contacts causing manual errors
- Maintaining SLA and response time to manage the enquiries was a challenge
- Very high Turn Around Time for customer complaints hampering customer delight.
- Unorganized and generic marketing campaigns leading to very less churn rate.
- Lack of unified business health dashboard across sales, service and marketing.
- Slippages in billing due to lack of data.

SOLUTION

- Automation for backend process
- Unified view of customers across sales and service by creating a customer 360-degree view
- Omnichannel customer service to ensure prompt resolution of the complaints.
- Self- service portal for customer along with contemporary solutions like AI powered BOT,
- Knowledge articles and FAQ to ensure faster resolution.
- Milestones and Escalation matrices to reduce AHT
- Point to point real time integrations with 37 banking and non-banking systems to ensure seamless transition of data for a unified view of the business.
- Reduced TAT for billing and better control over finances..

BENEFITS

- Billing TAT reduction by 50 percent.
- Operational efficiencies increased by 20 percent.
- Streamlined SPANCO process with higher conversion rate.
- Unified view of customer with all the transactions at one place.
- Efficient customer onboarding process reducing the lead time by 50 percent.
- Reduction in Average handling time and increased customer satisfaction.
- Better control over business by virtue of holistic real time reports and dashboards for business owners.
- Real time insights on data and next steps by virtue of Einstein reply recommendations and next best actions.
- Operational efficiencies by virtue of real time and data backed collaboration across the teams