Unify

Seamless social media integration puts Segurauto at insurance forefront.

Smooth and effortless inclusion of Facebook, Twitter and Skype with Atos Unify Contact Center Social Media Solution

segurauto®
el seguro en Internet que da la cara®

Atos

Segurauto.com is reinventing the way automobile insurance is sold in Spain thanks to Atos Unify's Contact Center solution that seamlessly integrates social media into agents' workflows. With the integration of Twitter, Facebook and Skype messaging into its contact center solution, Segurauto is successfully targeting tech-savvy customers who prefer to interact with companies online.

The task

Segurauto needed a contact center solution to support sales and customer service through voice, email and web channels as well as social media. Since Segurauto's online presence is a key differentiator, the social media integration had to be smooth, seamless and uncomplicated. Segurauto also opted to rule out automation as much as possible through any of its communication channels.

The solution

- Atos Unify OpenScape Contact Center for a reliable, scalable system that supports ongoing business growth
- Atos Unify OpenScape Voice integrated with other Unified Communications applications
- Atos Unify OpenScape Xpressions
- Atos Unify OpenScape Contact Center Social Media Solution Kit to fully integrate social media into agents' workflows

The benefits

Instead of being just an add-on to the contact center workflow, all contacts received via social networks are managed through the OpenScape interface, enabling immediate and personalized responses.

The Atos Unify OpenScape Contact Center solution allows Segurauto to:

- Introduce a new insurance sales model for Spanish brokers to match their growing online presence
- Manage all customer contacts more comprehensively, from social media to telephone, with greater control
- Use the same routing engine, reporting database, agent and management tools for social media contacts as voice, email, chat or web channels

Reinventing the insurance market

The Spanish brand Segurauto.com represents an insurance brokers group operating both in a traditional way and online. It works with the best insurance companies towards its goal to reinvent and lead the brokers' presence on the Spanish automobile insurance market.

This goal is supported with an equally innovative business strategy. Not content to merely add-on social media channels to traditional customer contact methods, Segurauto has fully integrated Facebook, Twitter and Skype into its contact center solution. Customers can just as easily reach an agent or service representative with a Tweet or a Facebook post as they can with a phone call.

Segurauto is headquartered in the Principality of Asturias, in the north of Spain. Already several years in business, it started its online activities in February 2013. Its strategy is based on servicing customers how, when and where they want it. To achieve this, they use online as well as traditional channels. Today, one of its strengths is the opening of service centers – storefront offices in which people can purchase and manage their insurances through insurance brokers.

Segurauto's contact center employs a group of agents working 12-hour shifts six days a week (from 9 AM to 2 PM on Saturdays). While voice remains the primary channel for incoming and callback functions, the system strongly supports interactive web, text, fax, and voicemail solutions. All contact center agents are experts in insurance and are trained to respond comprehensively to all

queries through Segurauto's contact center, providing high-quality service. They use social networks with the same ease as the company's customers.

Strengthening the connection between social media and customer service

"The majority of brands rely on the presence of social networks, but at Segurauto we've gone a step farther, ensuring this presence is tightly connected with the concept of customer service," says Ana C. Pérez, Marketing Manager of Segurauto. "Integrating our customer service with Twitter and Facebook enhances the ability of our agents to advise and guide customers through the process of buying insurance. It offers the opportunity to create a different brand experience, where social networks aren't just for sharing, but also for advising, and above all for guidance at any time."

An organizational model that will evolve with change

"Segurauto is different because we don't just compare insurance rates. We're a group of automobile insurance brokers which helps customers choose, purchase and manage their car insurance. Our organizational model is designed to respond to new social relationship scenarios, aligning with market and communication rules as they evolve," explains Rafael Álvarez, Managing Director of Segurauto. For Segurauto, Atos Unify's OpenScape solution supports its strategic objectives in numerous ways. The multi-channel interaction of customers offers a competitive advantage, and adds value in

pre-sales, sales and aftersales. Additionally, OpenScape's centralized control of customer interactions over social networks helps to streamline customer services.

« The fact that OpenScape smoothly integrates social networks into the contact center function was key to our decision to go with Atos Unify. »

Rafael Álvarez
Managing Director, Segurauto

« No other tool was able to match our vision, which is to let customers decide how they want to contact us. »

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Managing Director, Segurauto

Using keywords to direct incoming contacts

The agents' on-screen displays are supported by OpenScape software that lets them answer voice, email, fax or text contacts. There are also options that access Twitter, Facebook and Skype messaging. A special feature in OpenScape's Social Media Solution Kit identifies keywords in incoming contacts, and passes the contact to the specific customer services area (purchase, questions, claims). It also presents an on-screen template to reply.

For example, if a customer Tweets an inquiry about a recently submitted claim, asking when a payment decision is expected, the software detects keywords like 'claim' or 'purchase', as well as others related to this contact. The Tweet is instantly directed to the Segurauto specialist from the area that matches the request.

"Our response on social networks is immediate and totally personalized. We opted for a personalized service from the outset, ruling out automated handling and response as much as possible through any of our communication channels," says Rafael Álvarez.

Atos Unify's ability to integrate social channels is key

In searching for a partner to help achieve its goals, Segurauto evaluated several suppliers. The OpenScape Social Media Solution Kit, which seamlessly and effectively integrates various social media channels into the contact center operation, was key to the company's decision to partner with Atos Unify, says Álvarez.

"OpenScape helps us carry out our mission: to reinvent the way insurance is sold with an innovative and differentiated model that starts online and continues in the channel chosen by the customer, until he makes a purchase decision," he adds. "The fact that OpenScape smoothly integrates social networks into the contact center function was key to our decision to go with Atos Unify. No other tool was able to match our vision, which is to let customers decide how they want to contact us."

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Ana C. Pérez
Marketing Manager, Segurauto

About Atos

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