



unified communications

CASE STUDY



Client Background

Silverbeck Rymer (SR) is a next generation law firm that prides itself on deploying leading edge technologies to the insurance market. This strategy delivers the best quality of service to its customers while maximising efficiencies and cost savings to secure an optimum return on investment.

Situation

Significant amongst its products, SR provides a First Notification of Loss (FNOL) and Claims Service to the clients of a number of insurance brokers and intermediaries. Using its call centre application, Firstcall, SR is able to maximise data capture whilst providing customers with instantaneous solutions and immediate allocation of a claims handler.

“We have invested heavily in technology and the re-engineering of our case management system to ensure that we are able to meet and indeed exceed the demands of our clients. The legal market is changing and we are well positioned to lead this change. Our commitment to innovation complements our corporate structure by helping us to act quickly to market changes and realise the considerable opportunities that the evolving legal landscape provides.”

Jan Frickel, IT Director, SR

9.5

≡ extra staff heads

176

employees

26

mins saved each day / employee

Due to the dynamic nature of its business and the complexity of cases, SR has to reassign cases to alternative claims handlers. Should a claims handler receive a call from a previous client, the call would have to be transferred to their new claims handler manually and the client would need to provide a reference number to enable SR to assist them with their case.

This process occasionally resulted in misrouted calls, and involved an internal cost which was difficult to measure and control. As details of the relationship between the client and advisor are stored in the case management database, SR sought a technology solution that could route incoming calls automatically, based on up-to-date client-advisor relationship details. It would also re-route callers to their new advisors automatically should the relationship details in the case management database change.

“Reducing the amount of data the client has to provide every time they call to speak to their claims handler is essential and Corebridge allows our operation to do this.” continues SR’s IT Director. “This results in a better service for the client but also saves valuable resources within our internal operation.”

Results

Since the implementation of Corebridge, staff productivity and work flows have improved significantly, freeing up to 26 minutes each day for each team member. In addition to benefiting from the automatic launch of relevant applications based on inbound or outbound telephone calls, staff no longer need to deal with answering and subsequently transferring calls. Corebridge’s intelligent data-driven call routing feature directs calls automatically based on case ownership, team member presence and status.

“Corebridge has been a critical part of our new service proposition to the insurer market and enhances the proposition of our firstcall product.”

comments Jan Frickel, IT Director at SR Solicitors.

The Solution

Corebridge is integrated with SR’s telephony system, its Firstcall call centre application, its case management system, Partner for Windows and with its e-mail messaging application.

When undertaking FNOL for their broker clients, Corebridge undertakes a search of the policy holder database and pre-populates their policy details into Firstcall allowing for staff to reduce the call length by undertaking an identity check rather than having to capture a full data set by questioning.

Corebridge’s data-driven call routing automatically diverts calls to the case-handler currently assigned in the case management system, thus meeting SR’s primary requirement. This routing capability also enables administrators to apply personal call routing to any number of Corebridge users in one easy operation and can divert incoming calls to mobile devices (or any phone number) to support business continuity scenarios.

Corebridge’s integration with SR’s case management system, Partner for Windows, enables case records to launch automatically on the case handler’s screen when calls arrive.

“This saves both the client and our case-handlers time as there is no need for reference numbers, repetitive data entry or call transferring,” according to Mr Frickel.

As well as automating routing rules, the Corebridge server maintains presence information for each user based on a combination of their personal availability, telephony use and PC state (logged on, screen saver, locked, switched off etc). The solution uses this presence information intelligently to provide an overflow capability when the person to whom the call should be routed is occupied or unavailable. This reduces latencies further, improves first call resolutions and reduces manual intervention in call routing.

SR staff have been able to increase the number of cases they process while also meeting stringent Service Level Agreement standards.



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