

WhosOn™ Track - Chat - Engage



Sector
Requirement
Solution

Financial services

To reduce the time and cost spent 'vetting' customers

A live chat service that addresses document related challenges by collecting and verifying customer documentation in real-time

Bringing Autonet closer to their customers

autonet is the UK's largest independent van insurance broker. With a growing team of over 700 employees, a growing turnover of over £100m and a growing customer base making some 600,000 calls per year, autonet required a live chat solution that could accommodate its rapid expansion.

The results

Massive amounts of time and money were being expended on reviewing customer documentation. autonet needed an efficient communication solution that would reduce repeat calls, administration processes, and ultimately the cancellation of policies due to slow, piece-meal interactions. Enter WhosOn. By implementing our live chat technology, autonet could offer omni-channel communications, answer queries in real-time, verify documents instantly and alleviate contact centre pressures. The impact was substantial.

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Not only has the system streamlined processes & efficiencies in order for autonet to stay competitive, it has also improved both the customer journey & staff engagement.

Chris McDonald, autonet

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As well as the boost in competitiveness, customer satisfaction rocketed. First contact resolution increased, calls into customer service were reduced by 10% against forecast, the cost and delay of postage and telephone was eliminated, and 89% of customers would use the service again. For autonet, this resulted in a 10% reduction in admin tasks as well as a 7% boost in service level agreement.



We're bringing your business closer to your customers

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