

WhosOn™

Track - Chat - Engage



Sector
Requirement
Solution

Financial services
To offer an alternative contact approach which boosted efficiency
A large-scale live chat platform with the custom analytics required to refine operations

Bringing Aviva closer to their customers

Aviva is the world's sixth largest insurance group. The company employs 46,000 employees, serves 53 million customers globally and boasts worldwide sales of £45.1 billion. Only a world-leading communication solution would suffice for a company of Aviva's size – and WhosOn was that solution.

The results

Aviva needed a live chat platform that could support tens of thousands of users both internally and externally, whilst simultaneously offering a suite of features such as custom reporting and support desk ticketing. WhosOn made that effortless.

With our solution, Aviva found a cost effective way to provide 46,000 global employees with improved internal IT support. And thanks to excellent data access, customer support was also enhanced. We built a bespoke contact



I would estimate we only use 30% of the features offered by WhosOn, but that 30% has added considerably to the contact centre operation at Aviva.



Mark Bennett, Aviva

centre dashboard for Aviva, displaying operational reports across multiple monitors. As a result, the business was able to reallocate resources effectively and reduce the number of analysts handling live chat.

The results were compelling. Some 25% of contact volume shifted to the live chat channel, massively reducing expenditure. With the addition of web chat and other service desk initiatives, Aviva reduced operational costs by over £1 million annually.



We're bringing your business closer to your customers

Also available...



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Think Automation is the market's most intelligent business automation solution. It performs a myriad of complex tasks to deliver one simple result: efficiency. Think Automation takes email messages, database records, social feeds and web forms and runs multiple actions on them based on triggers. No more errors, no more costs, and no more time wasted.

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