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CRM AND CALL CENTERS

Cisco, Servion jazz up contact center for Thai insurer

By Enterprise Innovation editors | 2014-10-20

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Servion Global Solutions has partnered with [Cisco](#) Systems to design and implement a centralized contact center solution for Bangkok Insurance (BKI), one of Thailand's leading insurers in the business of non-life insurance.

An erstwhile fragmented approach towards handling consumer interactions has been completely redesigned to improve the speed, quality and consistency of [customer](#)

[experience](#) delivery, irrespective of the channel used by consumers.

Servion conducted a comprehensive business assessment employing its trademark Customer Interaction Management Assessment (CIM-A) methodology. This involved studying customer interaction points, business flow, call volumes, reasons of interaction, processes, information flow charts and other related areas which impacted customer experience.

Following the assessment, Servion will now develop a centralized [contact center](#) solution, enabling BKI to integrate the different business units, streamline processes and improve cost efficiency. The overall technology architecture designed by Servion will be deployed on Cisco's Contact Centre platform.

The complete system will include an Interactive Voice Response (IVR) self-service module to enable BKI to reduce waiting times through accurate call processing and provide first-call resolutions.

It will also include inbound and outbound customer interaction processes, real-time and historical reporting as well as enhance business opportunities by providing upselling or cross-selling opportunities using CRM customer data.

"Our efforts to overhaul the customer experience infrastructure ensures that we are able to deliver on the promise of great products and world-class service to customers in Thailand," said Apisit Anantanarat, EVP of Bangkok Insurance. "They can now get the answers they are looking for more quickly and in an effective manner."

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