



KURA

Case Study: Rapid Scale Up - Insurance





Client Overview

The client was formed in 2004 to provide comprehensive travel insurance specialising in insurance for over 50's. They offer a wide range of products for both UK residents and expatriates alike. Products include travel holidays and cruises through fully ABTA-bonded channels.

Industry & Client Challenges:

Industry Challenge: In today's highly regulated insurance market, very little differentiates one insurance carrier from another. It has also never been easier for customers to research, compare and switch insurance providers. What's more, given the very complex nature of insurance for the over 50's, there's a higher demand for customer support. Providing excellent customer service has become a way for insurance providers to remain competitive.

Client Challenge: The client required a partner that could help them with a scalable solution to assist in managing seasonal customer demands. The quality of the service was paramount to attract new customers and win repeat business from existing customers. A partner was needed that could help grow revenue in their business through cross- and up-sell opportunities, such as Annual Multi-trip policies, Excess Waiver and Travel Disruption Extension products. Finally, they required a partner that could assist with their web-drop queries by following up with customers who shopped online but didn't complete their purchase.

Client Objectives:

The client had four clear objectives:

- 1.** Secure a Trustpilot rating of 9.0.
- 2.** Implement a scalable resourcing solution to support seasonal peaks in customer demand.
- 3.** Deliver a sales performance on or above in-house levels at reduced cost.
- 4.** Maximise sales opportunity from web drop-offs.

Key Highlights

- Over **£9 million** revenue generated each year on inbound
- Trustpilot average review score of **9.1**
- **20%** reduction in average handling time
- Outbound activity securing circa **£250k** of revenue in only 9 weeks

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Our Approach

We worked with the client to re-design the advisor training material to secure high standards of operational outcomes; this included incorporating a live customer simulation process. We then designed and implemented a complete technical, IT and telephony solution to suit their needs. We introduced a bespoke online scripting system using our in-house technology, including call disposition data for target-based coaching purposes and customer call back management, fully complying with PCI regulations. Next we implemented the TCF operating standards – supported by our internal, independent compliance function – to ensure that the best standards were met.

We then put our efforts into reducing costs through average handling time focus to maximise call handling capability and revenue amount. We deployed the Kura Sales Operating Model, which focuses on high levels of support and coaching for front-line advisors, delivering on target sales performance. We also introduced an outbound solution to drive revenue from web-drop customers, utilising Kura's in-house dialler solution to maximise productivity. We put a process in place to contact all web-drop contacts within one hour (where previously the client had done so within one day) to engage with potential customers while purchasing insurance was still at the forefront of their minds. From initial meeting to go-live, the full implementation took just three weeks!

Our Results

- Over £9 million revenue generated in the last 12 months.
- 20% reduction in average handling time, increasing overall call handling capacity.
- Trustpilot rating of 9.1.
- 90%+ quality scores, exceeding those of in-house.



- Outbound activity securing circa £250k in just over 9 weeks.
- 120% to target on Annual Multi-trip policy.
- 100% revenue improvement on web-drop activity from their previous in-house model.

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Conclusions

The client has seen many benefits since implementing our services. They now have a flexible partner, providing resourcing solutions to fit their seasonal demands. We provide multi-skilled people on both inbound and outbound lines that can flex to phone and web traffic to suit demands. They also now have a disaster recovery solution in place and have seen improved compliance metrics. We've helped to reduce operational costs; have provided insights and customer feedback on competitor products and have helped the client to attain an industry-leading customer satisfaction score, supporting repeat business and business growth objectives.

About Kura and Inisoft

Kura provides award-winning outsourced contact centre services from UK and South Africa. We're in business because we want to help people to develop and reach their full potential. We're building a culture that shifts the mind-set from focusing on "things and stuff" to "people and their behaviour." We call this process "Crossing the Bridge." Our vision is, to be "unrivalled in Developing People." Our software subsidiary, Inisoft, develops contact centre solutions which are sold globally and used by many leading brands. Our core products Syntelate and Syntelate XA were designed specifically with the agent in mind. Syntelate is our award-winning unified agent desktop used broadly with Avaya POM.

Syntelate XA is our omni-channel customer engagement suite that allows your agents to handle calls, emails, web chats, SMS messages, and social media interactions – all from the same easy to use interface. We're backed by a number of partners across the globe; this means when you select us as your provider, you'll have cutting-edge technology at your fingertips. Our unique proposition of combining great people with technology enables us to produce spectacular results for our clients. With a wealth of experience, our customers range from SME to Multinationals.

Speak to our team today to learn how we can help you

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