



Customer use case: Leading car insurance company



What were the challenges?

This leading insurance company based in the United Kingdom needed a faster way to verify insurance applications. Previously, they used call centres to sell services, but found that this could lead to delays and missed opportunities. The company also invested a lot of money in expensive advertising campaigns.

- Call centres would sell the majority of its policies, asking customers a series of questions to understand which insurance cover would best suit their needs.
- They desired a mobile solution that could give them a wider reach and a higher response rate that wouldn't create delays for call centre teams.

How we helped?

- The solution has been rolled out to ten departments across the company. It's also now fully integrated into this customer's call centre system to quickly allocate opportunities for staff to follow up on. Qualified leads are then passed to the relevant call centre team to close the deal.
- Immediacy is an important factor. Leads must be sent to the call centre team in a matter of seconds for them to follow up on.
- BT's Smart Messaging platform is a core component of 80 per cent of this customer's business – delivering high-quality leads to the contact centre team within seconds.

"Thank you for requesting an insurance quote. Please reply with your car's licence plate number."

For more information,
get in touch at
smenquiries@bt.com
www.bt.com/smartmessaging

Offices Worldwide

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