

DAMOVO

Customer call waiting time
management



Change Driver

An insurance company wants to increase customer satisfaction.

The company offers various insurance products, including health, liability and travel insurance.

The Contact Centre receives a large number of calls from customers on a multitude of topics including quotes and policy questions.

An extremely irregular and unpredictable call volume often results in longer waiting times, which in turn leads to customer frustration and dissatisfaction.



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Damovo Approach

Call waiting time management is introduced within the customer's contact centre.

The customer no longer has to sit in the call queue if it exceeds a certain wait time threshold during peak periods.

As soon as it is the caller's turn, they receive an SMS notification. If they then call back immediately they will join the front of the queue and be connected to the next free agent.



Customer Value

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How the **customer** benefits

Customers no longer have to wait for long periods in call queues.

This has had an immediate positive effect on customer satisfaction.

How the **company** benefits

After six weeks, 65,000 minutes of waiting time was saved.

4,500 callers were prevented from waiting for long periods for agents – which meant they were less frustrated when they spoke to an agent.

The new approach will improve infrastructure utilisation.

Additional Investment in HW/SW extensions and additional staff for peak periods was avoided.

