CASE STUDY:

FIRST ASSISTANCE

At a Glance:

Situation:

- High emergency call volumes required a reliable Emergency Operations Centre that would improve communication and response times

- New solution needed to integrate with insurance companies' CRM and custom .NET applications to enable agents to quickly get qualifying information on customers

- Being able to determine the availability of medical personnel regardless of their location or device and seamlessly reach out to them was critical

Solution:

- MiContact Centre with Call Flow Designer and Dynamics 365 CRM integration via Open Integration Gateway (OIG)

- MiCollab

- Mitel Call Recording Suite

Results:

- Dramatic improvements with customer reach through optimised call routing and Interactive Voice Response (IVR)

- Easy access to recordings and qualifying information for customers, boosting efficiency

- Improved communication between agents, customers and medical personnel

HITECH

Summary

First Assistance was searching for a reliable communications solution that would enable its contact centre agents to help customers faster and more effectively, and the Mitel solutions handpicked by channel partner HiTech Solutions were the perfect fit.

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Company

With its travel, medical and property experts, First Assistance provides insurance companies and automobile manufacturers like Volkswagen and Harley Davidson with the services their customers – 450,000 travellers and 200,000 expatriates from New Zealand and Australia – need during travel emergencies. Whether it's getting a flat tire or breaking a leg while hiking in the Alps, First Assistance helps individuals get the care they need.

Situation

For First Assistance, being able to handle calls quickly and efficiently was of critical importance. Calls are routed to agents throughout its global network of over 75,000 approved and accredited service providers, including hospitals, medical centres, air ambulances and air charter companies. Coordinating with these providers to rapidly respond to emergencies required an extremely reliable contact centre solution.

First Assistance also wanted to streamline operations with insurance companies to qualify customers, which required integration with their Dynamics 365 CRM and Custom Angular .Net Core IMS applications.

In addition, agents needed to be able to quickly access call recordings right from their integrated core application, determine the availability of medical personnel regardless of location or device and more seamlessly reach out to customers.

According to Head of Digital Scott Armit, "We deal with 'care of life' types of incidents that we have to respond to very quickly. Telephony is exceptionally important to our business, and we need it to be always available... We have customers in every country, and having a telephony system that works in every country is critically important."

Solution

After identifying these needs, First Assistance turned to their channel partner, HiTech Solutions, which provides a wide range of telecommunications and infrastructure services. They're experts in delivering complex system integrations with Mitel's off-the-shelf reporting, recording and workforce management platforms.

To support its 150 contact centre agents in New Zealand and 15 in Sydney, who alternate between three shift patterns to provide 24/7 coverage, HiTech Solutions

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> **First Assistance**

handpicked Mitel's MiContact Centre with Call Flow Designer and Dynamics 365 CRM Integration, a hybrid on-site and private cloud solution. In addition, the company selected Mitel's call recording suite and robust collaboration application, MiCollab. Deployment took less than four weeks.

"These solutions gave us rich presence information about the customer and let the agents get the information they need from the insurer," Armit said. "We use Mitel's call recording suite, and by having the recordings at our fingertips, we can access the recordings from the Dynamics 365 CRM incident management system. Getting the API integration with our core systems was key; the Mitel platform made it easy to do that."

An essential part of First Assistance's success in deploying the Mitel system was working with HiTech and its team of engineers, who ensured a smooth transition through effective implementation and training.

"HiTech's technical engineers are exceptionally skilled on the Mitel platform and the components around it from a networking perspective," Armit said. "They put all the pieces together, ran the project and were instrumental in its success."

Results

Increased customer reach

Better call routing and interactive voice response (IVR) capabilities via Call Flow Designer have optimised calls tremendously. For example, a customer with a roadside issue who calls their insurance company can now easily navigate the IVR menu to get routed to the First Assistance agent best suited to their needs. That agent answers the call on behalf of the insurance company and handles all the logistics, including contacting a towing company and any necessary medical personnel, all while staying in touch with the customer.

"The Mitel platform is 30% more efficient than our previous system, as calls don't sit in queues with timeouts bouncing around IVR, increasing customer satisfaction," Armit said.

Improved agent efficiency

Dynamics 365 CRM integration enables agents to view the status of each case, play call recordings and gather a customer's qualifying information for better, faster call handling. Because agents can now take more calls each shift, costs have also decreased while productivity has increased.

Better communication and collaboration

With MiCollab, agents can determine the availability of medical personnel regardless of their location or device, and quickly and seamlessly reach out to them for answers and updates. Then, they can relay that information back to customers on the phone, all in a matter of minutes or seconds. This improvement in communication makes a huge difference to customers, who are often depending on agents to resolve stressful or even life-threatening situations.

Digital transformation roadmap

Moving forward, First Assistance plans to prioritize digital transformation. The company is experiencing a dramatic increase in the usage of customer-facing applications for its two biggest roadside programs and intends to leverage the Mitel platform and API integration to offer customers a powerful digital experience.

For example, when a customer calls for roadside assistance from their mobile phone and is waiting for an agent, First Assistance will send them an SMS with a link to a mobile app. The customer will choose to continue with the voice call or seamlessly switch to the digital channel instead.

If they choose the digital channel, First Assistance will send information to their mobile device – the name of the roadside provider on the way, their estimated time of arrival and more – so the customer can watch the provider on a map coming to help them. No matter the method a customer chooses though, the technology in place will enable agents to know the customer's name, location and the number they're calling from, saving critical time.

While no one wants to find themselves in an emergency, knowing First Assistance has their back no matter the time or location helps thousands of people rest easy.

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