



Creating a connected customer experience

“But I’ve already given my policy number to your colleague!”

It’s that frustratingly familiar feeling. You’ve been trying to sort an issue for a little while and then you get passed to somebody else, or moved to a different service channel...and it’s back to square one. The person you’re now talking to has no knowledge of your details, or the specifics of your query and you’re left to explain it all over again from the start. Even worse, you probably need to go through the same security questions you just answered five minutes ago. You grit your teeth, locate the nearest pillow you can scream into as soon as the call’s finished, and start afresh.

Whilst this is a disappointingly relatable story across various sectors, we decided this is something our customers shouldn’t have to endure. So we fixed it.

Our ambition:

At esure Group, our core purpose is to fix insurance for good. Aligned to this ambition, as part of our bold transformation programme, we set out to create an exceptional digital first customer support model, delivering seamless, connected and delightful experience for our customers. We wanted to create an intuitive, responsive, unbeatable digital platform from which to provide effortless service that eradicates all-too-familiar customer pain points, and just makes things easy, for both customers and our service colleagues.

And, in doing so, we wanted to deliver real commercial value. By creating personalised experiences and easy interactions that delight customers, we hope to grow our number of customer promoters and boost retention. We wanted an industry leading cost model; transforming the variable cost base and driving lower cost digital servicing, particularly for high volume, low value demand. We also wanted a solution that helped us drive a reduction in emissions across our operations and support our commitment to achieve net zero by 2050.

What we did:

We identified that Amazon Connect was the best choice of CCaaS (Contact Centre as a Service) to move the operation to a digital first, omnichannel footing, and to implement our new approach at pace. Partnering with Davies, we then implemented Amazon’s cloud-native technology platform across all channels, covering multiple value streams including service, claims, and sales, transforming the way we connect with our customers.

Our customer support channels have been fully integrated on our online portal, combining chatbot, live chat and voice in one place. The combination of these channels ensures that customers can easily interact with us and access information. Should a customer need to switch channels, e.g. moving from live chat to speaking to a service colleague, all context of the customer’s request and history is retained in-journey, removing friction and repetition for the customer whilst better enabling our colleagues to quickly resolve customer requests.

Benefits delivered:

- **Enhanced customer service:** Unification of previously separate service channels across the enterprise create a single and connected journey for customers. We are already removing customer friction. When a customer moves across contact channels their history and context is retained, reducing the time taken to complete customer interactions, providing more efficient service. Customers are able to get the support they require, in the channel of their choice, without repeating themselves, as they seamlessly pivot from one channel to another.
- **Better use of self-service:** Amazon Connect gives greater ability for interactions to move to more appropriate, less expensive channels e.g. from voice to web, or live chat to chatbots. Customers are getting the help they're looking for, in the most appropriate channel, and we're able to drive down cost.
- **Using customer insight to tailor experience:** utilisation of interaction history, together with integrations to other esure systems, ensures that we will apply the most suitable action/journey for the customer. Plus, insight from speech analytics across all calls and chat transcripts helps to determine customer intent, enabling us to offer more appropriate responses and ensure comprehensive quality monitoring and management.
- **Better colleague experience:** Amazon Connect better enables colleagues to quickly resolve customer queries and simplifies workload for service teams – regardless of channel the customer gets the next available agent.
- **Reduced carbon footprint:** By running our applications in the AWS Cloud, rather than our on our own facilities, we have saved 372 metric tonnes of CO2 equivalent.
- **Access to the best innovation:** Amazon Connect gives esure access to the latest technology innovation to continuously improve our service. We are currently partnering on a new natural language IVR (Interactive Voice Response) that leverages the power of Amazon Alexa technology to help direct customers to the best resource within esure, to help with their query.

Thank you to our partners:

We're very grateful to our partners at Amazon Web Services and Davies. Amazon Connect is helping to deliver exceptional customer experience, to better empower our colleagues to help our customers and to reduce our cost base through smarter promotion of self-service channels. Davies have partnered with us throughout the project across strategy, design, build & upskilling.