

How a \$40 Bn North American Insurance Co. Increased Customer Experience by 26%

worxgo

Client Overview

Headquartered in New York, EXL is a leading operations management and analytics company with a global footprint across U.S.A, U.K, Europe, India, Australia, among others. The company's works with one of North America's largest multi-line insurer, to improve global operations, drive profitability and enhance customer satisfaction.

Key Challenges



Improve
Productivity



Reduce Average
Handle Time



Enhance Quality

The management for the multi-line insurer company needed to improve its employee productivity and enhance the customer engagement rate for its customer support team.

The key challenges faced by the team included how to maintain the team's productivity levels consistently with focus on reducing resolution time for its customers. Improved efficiency and consistency in productivity would yield higher quality parameters of the process.

Key focus KPIs that the team was measured on included KPIs like Average Handle Time, Quality and Customer Experience. While productivity was a challenge, management also wanted to keep the team more *Engaged* and *Motivated*.

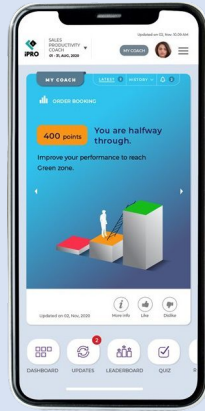
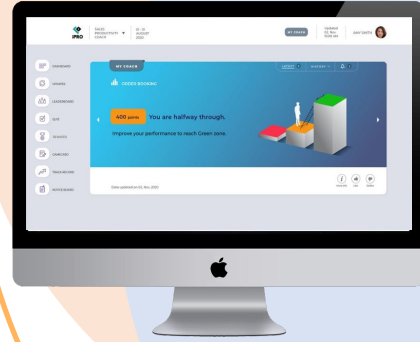
Nudge Coach Deployment

EXL deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged agents to maintain a consistent performance.

worxogo Nudge Coach understands each agent's motivations and nudges them daily on their KPIs. These behavior-shaping nudges oriented the team to resolve bills within the desired time frame and improve the quality score.

Daily personalized nudges helped the agents monitor their daily behaviors like recording information on calls accurately. Daily communication with managers helped agents get personalized coaching insights in real-time while regular performance updates helped agents to focus on continuous improvement.

Managers got a bird's eye view of their teams performance and could easily drill down to each individual agent. Low performers were quickly identified and guided immediately. Nudges and insights helped managers drive key behaviors that led to an improvement in scores for the end client.



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The Outcome

26%

Improvement in
Productivity

34%

Improvement in
Average Handle
Time

2%

Increase in Quality
Score and
Consistency

The deployment of worxogo Nudge Coach improved the performance outcomes by delivering targeted coaching for each agent. There was a substantial shift in number of bills being resolved, which indicated an increase in efficiency on an overall basis.

With optimized resolution efficiency, the team was able to consistently add value to the end customer and improve the quality score.