

CASE STUDY

How a global American Insurance Co. enhanced Customer Experience by 28%



Client Overview

A multinational operations management and analytics company with 30,000+ employees deployed across globe servicing clients in multiple industries including insurance, banking, financial services, among many others. The company's works with America's third-largest property and casualty insurer resolving claims, offering guidance, building and maintaining customer relationships.



Key Challenges



Improve Productivity



Reduce Overall Defect Count

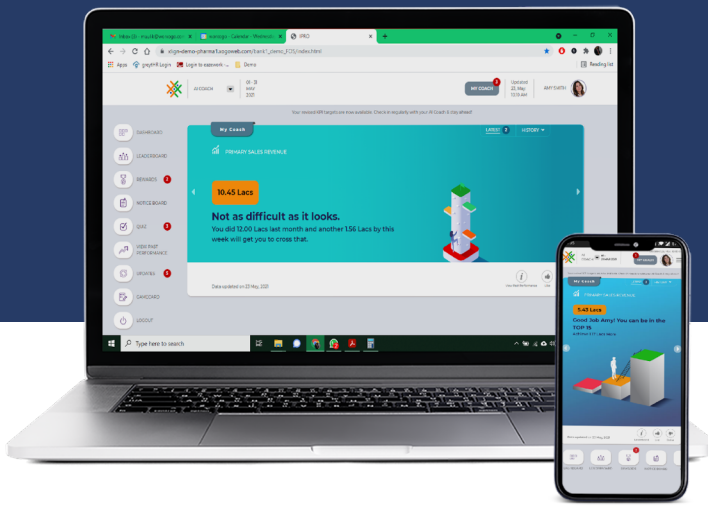


Boost Quality

The claims team for the American global insurer wanted to foster a higher interaction rate and improve employee engagement to boost productivity.

A fully engaged team would ensure that there'd be no communication loopholes and effectively reduce the defect count. An efficient communication course would mean greater speed, volume and accuracy for claims and underwriting bills.

The management wanted to mitigate the errors to deliver maximum customer satisfaction by building a **Productive, Engaged** and **Motivated** team.



Nudge Coach Deployment

The claims team deployed worxogo Nudge Coach. Based on the Nobel prize-winning concept of Nudges, the coach nudged agents to engage and communicate consistently.

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 minimum defect and improve the quality score.

Daily personalized nudges helped the agents to boost their quality accuracy and improve their overall bill count. Daily communication with managers helped agents get personalized coaching insights in real-time while regular performance updates helped agents to focus on continuous and consistent productivity.

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.



The Outcome



24%

**Improvement in
Productivity**



5%

**Reduction in
Overall Defect
Count**



28%

**Increase in
Quality Score**

Post the launch of worxogo Nudge Coach, the team was able to maintain a healthy quality accuracy, with more agents consistently hitting the benchmark. Agents were able to track their productivity using the Nudge Coach, resolved higher volume of bills and captured the right data within the targeted time frame with a minimal defect count. With guided nudges from supervisors, the overall performance-productivity lifted drastically.