



Client



Challenges

- Lower costs while improving retention rates, collections, and customer satisfaction levels

Solution

Unitrin Direct leveraged Varolii's insurance applications to communicate proactively with policyholders.

Results

- Increased collections more than 100X, to \$1,500,000 per quarter
- Lowered call center costs from over \$1 per minute with a live call center agent to \$0.14 per call with Varolii

Unitrin Direct Improves Retention Rates, Collections, and Boosts Customer Satisfaction Levels

With Varolii Profiles™, a leading insurance provider streamlines customer communication through proactive outreach.

As a member of the Unitrin family of insurance companies, with more than 6 million policy holders, \$7.5 billion in assets, and 75 years experience, Unitrin Direct sought to improve its customer outreach. With an "A" (excellent) rating from A.M. Best Co., a leading provider of ratings and financial information in the global insurance industry, the company prides itself on offering customers the right blend of savings, service, and reliability. In addition to providing its customers the ability to speak with customer service agents during business hours, Unitrin Direct provides automated services online and by phone to give customers the convenience of accessing their policies around the clock without having to speak with a representative.

Customer Service Breeds Customer Loyalty

Because customer service breeds customer loyalty, especially in the highly competitive automotive insurance market, Unitrin Direct knew the benefits of being proactive with customer outreach to strengthen customer relationships while also improving operational efficiency. In particular, Unitrin Direct wanted to improve its collections process by sending out payment reminders to prevent customers from potential lapses in their insurance coverage. Additionally, the company wanted to reduce the number of inbound calls to its call center by automating routine tasks, such as collection notifications, while saving its customers time and aggravation by providing them with valuable, personalized information proactively.

Simple Integration and Ease of Use

Realizing that automated technology could address the company's customer service concerns, Unitrin Direct immediately began a policy payment reminder pilot application using Varolii.

The Varolii Professional Services team worked directly with Unitrin Direct to build the application, including developing a customized, secure Web site from which the insurance provider manages the application, as well as initially populating the system. Because Varolii's services are hosted, no on-site support or development partners were required.

And because Varolii enables Unitrin Direct to record their own messages, they are able to quickly start a campaign and notify customers.

“With Varolii, we have been able to offer better service to our customers without overburdening our employees. We couldn't be happier with the results.”

Brian Crumbaker
Senior Vice President, Unitrin Direct

Improving Collections

Unitrin Direct saw immediate improvement to its collections process using Varolii, increasing receivables more than 100 times, to \$1,500,000 per quarter. Aiding the process is Varolii's patented API, which integrates with the company's IVR, allowing customers to easily transfer to the IVR from the automated call for a payment transaction, which streamlines the process significantly.

Unitrin Direct was also able to lower call center costs dramatically from over \$1 per minute with a live call center contact to \$0.14 per call with Varolii. By mitigating repetitive inbound calls, Varolii freed up call center personnel to focus on solving complex and unique customer issues. In addition, the speed and ease of implementation of this hosted solution enabled Unitrin Direct's IT department to focus on core competencies without being burdened with installing and maintaining a new technology.

Overall, Varolii enables Unitrin Direct to proactively communicate with policyholders, improving customer retention levels and increasing dollars collected.

Expanding Across the Enterprise

Beyond payment reminders, Unitrin Direct identified additional campaigns, all with specific objectives, including sales lead calls, emergency warnings, and paperwork follow-up. Proof of their success with automated outreach, Unitrin Direct reduced the number of incoming calls to the call center while also providing real value and meaning to the policyholder.

Unitrin Direct is now working on two new automated notification campaigns. The first automated messages were sent to encourage customers to use electronic payment forms for their insurance bills. As a result of this campaign, there has been an increase in electronic payments increased, resulting in more time for operations to spend on more strategic tasks.

In the second application, Unitrin Direct began notifying customers who are due refunds, alerting them that a check has been sent. Call center representatives suggested this campaign in order to reduce the number of inbound calls to the call center while satisfying the customers' concern that their money is on the way.



About Varolii

Varolii provides on-demand communication software and services that enable organizations to more effectively reach and interact with their customers and employees, getting the best result from every interaction. www.Varolii.com

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