

CASE STUDY:

Mutua Madrileña



CLIENT PROFILE

Mutua Madrileña leads the health insurance ranking in Spain, with above 25% of the market fee and more than 4 million clients.



CLIENT SIZE

5607 employees

INDUSTRY

ENSURANCE

BUSINESS NEEDS

The first one is the call-routing to the different customer assistance services, followed by the verification of the data through BBDD consultation and finally the creation of a data pattern that allows obtaining statistics concerning the customer's actions when using the corporate applications.

RESULTS

Mutua Madrileña owns a system for call routing, customer's data validation and customer's experience statistics storage, which is the base for the following improvements:

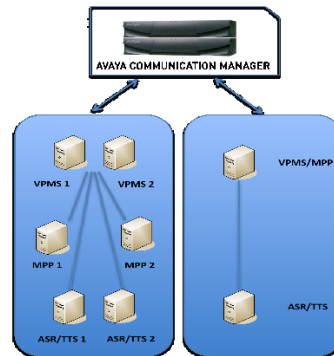
- Insight improvement, the service will seem faster, more effective and with less questions for the customer.
- Validation through customer's data application.
- Statistic analysis tool for the customer's experience to improve the services.
- Increasing of the percentage of effectiveness during the service Delivery of unified information to agents through a Screen Pop.

MUTUA MADRILEÑA IMPLEMENTS VOICE PORTAL SOLUTIONS WITH VOICE ACKNOWLEDGE, CTI INTEGRATION AND CUSTOMIZED APPLICATION TO MEASURE THE CUSTOMER'S EXPERIENCE.

Plusnet solution involved from the migration of the former Avaya IR Platform to the Avaya Experience Portal latest version. Nuance Servers with AST/TTS functionalities were integrated as a NLSR solution. These servers allow voice acknowledgement and text reading.

VP environment applications were developed including the necessary web-service for ID/contract number consultations, etc. From the current customer's BBDD, incorporating check points in each of the call flows that allow the obtaining of statistic data (retry leaving, agent requesting, etc.) and it's later display in a developed application.

SOFTWARE & SERVICES



- *Avaya Voice Portal / Experience Portal*
- *Nuance ASR/TTS*
- *Application development based on Voice Portal*
- *Customer's BBDD implementation.*
- *Statistics centralized management regarding the Voice Portal applications.*

ABOUT US:

Today, PlusNet Solutions is a leader in the customer communications industry, providing the world's best solutions in Unified Communications, Business Process Management and Analytics.

For more information, please visit us at: www.plusnetsolutions.com