



JARDINE LLOYD THOMPSON CASE STUDY



JLT is one of the world's largest Risk Specialist and Employee Benefit Consultants in the world. The group was formed in 1997 by the merger of Jardine Insurance brokers and the Lloyd Thompson Group and now employs more than 6,200 people.

VERTICAL MARKET

Insurance

CHALLENGES

A key strategic aim for one of the largest international insurance brokers was to increase the effectiveness and amount of business generated through their contact centres. They currently have 6 contact centres operating across the UK providing inbound and outbound services to support and sell a range of products and solutions to suit private individuals, SMEs and mid to large corporate businesses.

The contact centres needed to be brought upto date employing the latest developments in technology to ensure agents maximised their working day. Using a recently acquired building which has been totally refurbished, the project of implementing a state of the art contact centre that would set the benchmark for other centres to mirror was started.

SOLUTION

ONI worked closely with the project team to understand their requirements and to demonstrate how technologies like Unified Communications could not only provide a cutting edge solution but could also be integrated with their current CRM solution Salesforce.com.

Timescales were very tight. From initial order, ONI in just 7 weeks delivered and installed the new communications infrastructure which included IP telephony, LAN switching and Unified Communications. Not only that, ONI also provided bespoke software to fully integrate with their CRM system.

This meant that a caller's details and history immediately appeared on the screen when a call came in. The new system also gives agents a lot more flexibility and delivers customers a great contact experience.

For example, information and orders can now be accepted via SMS, email, Voice or Instant Messaging. They all come into one queue and are logged and managed. Agents can also offer SLAs to customers and supervisors can listen in or record calls.

Currently over 50 agents work at the site with another 150 moving from other contact centres. The plan over the next 12 months is to mirror this across the country.



BENEFITS

- Seamless integration into Salesforce.com
- Improved experience for customers
- Increased agent flexibility
- Single queue for voice, e-mail, IM and SMS



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