

INDUSTRY SPOTLIGHT:
P&C INSURANCE

A STUNNING COMBINATION

Your Coverage, Our Distinct Brand
of Customer Care



YOUR CARES? YOUR CONCERNS? COVERED.

Look – we get it. We really, really do. Your customers need your product— but they don't necessarily want to buy it. It's not something shiny and new they can show off to their friends. They can't hold it in our hands, drive it down the road or invite their families in. BUT...you are an investment! A mainstay in a sea of churning unknowns.

Yes, your customers can be fickle – constantly chasing that better price tag – but they're also tremendously loyal. You give them peace of mind, make their lives easier and buoy them when the waters get rough. Let us do the same for you.

We fully embrace our vision to 'make lives better...one interaction at a time.' We'll do it for you, and we'll do it for your customers.

CHARTING THE RIGHT COURSE

It's no secret that customers can be sensitive to price, especially when it comes to insurance. Recent trends reflect that customers are happy to stay with their current carriers and take out multiple policies—if their premiums do not increase dramatically. Maintaining customer satisfaction, then, becomes of paramount importance to carriers wishing to improve their NPS and CSAT scores.

On the other hand, there are customers who value peace of mind over and above their premium amounts. These customers are extremely loyal (and hard to acquire), and traditionally require more complex policies, necessitating more personalized service from knowledgeable staff. Companies that offer services focused on convenience and loyalty often corner the market with these affluent buyers.

At Alorica, we understand the delicate balance required to serve customers who are price conscious as well as those who expect top-notch customer care. And isn't that who you want serving your customers?

We've partnered with some of the world's best insurance companies to create insanely great customer experiences. Along the way, we've gained a profound familiarity with the current P&C landscape. Combine this with our dedicated, focus-on-the-people passion and it means we love what we do, and we are all pepped to create the best

THINGS WE ARE REALLY GOOD AT:



Customer Care



Upsell/
Cross-Sell



Customer
Acquisition
& Retention



Omni-Channel
Solutions



Analytics

CUSTOMER SEGMENTS

PRICE SENSITIVE

- Younger
- Lower Income
- Fewer insurance needs
- Easiest to acquire but hardest to keep
- Prefer digital support channels



PRICE INDIFFERENT

- Older
- More affluent
- Complex insurance needs
- Value peace of mind and higher-touch customer service over price
- Difficult to acquire
- Prefer live channels



THE SOLUTION

Your sale is as much intellectual as it is emotional. And your service needs to be, too. Brands that inspire their customers to create 'buzz' and promote their positive experiences will experience greater success.

We create insanely great customer experiences. It's the core of what we do. Alorica helps P&C insurers do this by concentrating on customer attitudes and providing exceptional, high-touch support. These contented customers are worth three times more in lifetime NPS value than passive customers. Great service is the key!



1. “Wow” Your Customers

Great customer service is the name of the game that everyone plays. Yes, we want to hook your customers with phenomenal customer experiences, but not only that. What we really want is to delight your customers with the unexpected. This is how we transform an expected service to something that really “wows”—and gets your customers talking. Alorica will apply that “wow” factor to improve CSAT scores or create loyalty programs. From day-to-day interactions to advanced analytics, Alorica will work with you to tailor a top-notch, personalized customer experience. You are guaranteed a solution and service that WOWs.

2. Omni-channel, Omni-channel, Omni-channel

“Omni-channel” is more than the latest buzzword in the customer service industry – it’s the practice of being available 24/7 for the right customers at the right times on the right platforms. As a pioneer provider of true channel solutions, Alorica has the know-how to go digital for the tech-savvy or keep it analog for the more traditional—the choice is yours.

Not sure what channels are best? Don’t worry! We will help you understand exactly which channels make the most sense and we’ll provide analytics to ensure each channel is properly segmented and staffed.

3. Be Selective

Choose your customers with care. Alorica’s dedicated Center of Analytical Excellence uses demographic, geographic, and behavioral data to build predictive models tailored to your customers’ wants and needs. We take a proactive approach—including reaching out based on life events—to ensure satisfaction, exceed expectations, inspire loyalty, and make the most of every dollar spent to get and keep your customers.

YOUR SUCCESS IS OUR SUCCESS | CASE STUDY

Objective: Strategic current client chose Alorica for flexibility and scalability. The client was looking to expand service offerings to their customers while still providing the same level of exceptional support their customers had come to rely on.

Experience: The partnership program has been highly successful with tenured agents in domestic and offshore locations offering 24/7 support 365 days/year. Our partnership has successfully operated for over 15 years.

Results: Account has grown to support hundreds of lines of business for multiple sub-clients. Alorica reduced client costs while maintaining client volume and complexity, and AHT decreased by 2 minutes across the entire enterprise.

About Alorica

Alorica is a global leader in customer experience solutions. We are made up of more than 100,000 passionate problem solvers who make lives better through positive customer interactions—at every touchpoint—across voice, chat and social. Leveraging innovative technologies—including intelligent automation and a comprehensive analytics suite—we support the world’s most respected brands with the talent and resources necessary to create insanely great experiences. Alorica provides a host of world-class services—from customer care to financial solutions and digital services—to clients across industries of all kinds, many of whom are on the Fortune 500. Celebrating our 20th anniversary this year, Alorica contact centers and operation hubs span the globe with 130 locations in 15 countries. To learn more, visit www.alorica.com.

Let’s Get Started! Contact Us:

Ready to engage? Give us a ring or connect with us:
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We’re Social. Connect with Us:    