



Customer Profile - Atlanta Casualty

Atlanta Casualty is one of the largest 2nd tier casualty insurance companies in the eastern United States, with an annual growth of over 15%. Over 200 customer service representatives reply to over 5,000 daily inquiries regarding policy activity.

Management had to decide how to handle the growth and increased workload to keep customer service and customer satisfaction levels up. The number of policy changes was increasing, the Customer Service budget was growing fast, and the level of customer satisfaction was falling. The increased amount of data required additional magnetic storage, and microfiche storage and retrieval was slow and inefficient. As a result, telephone callback charges were astronomical.

Management set the following objectives to upgrade the customer service function:

- Archive 200mb data daily
- Next day availability of policy information in Customer Service department
- Accommodate 10,000 inquires daily
- Eliminate telephone callbacks
- Eliminate archaic microfiche operation
- Reduce Customer Service budget
- Increase customer satisfaction level

Management decided to implement a COLD solution within the Customer Service department based upon problem definition and solution, data storage alternative analysis, COLD functionality and Return on Investment analysis.

Atlanta Casualty was looking to use a full feature document imaging and workflow system to dramatically improve customer service while reducing its operational overhead and improve efficiency by replacing a paper and microfiche based system. Other goals were: standardizing processing procedures, improving quality of customer service, reducing duplication of work, increasing staff productivity and reducing the cost of providing customer service.

To achieve these goals business operations were restructured. Atlanta Casualty decided to introduce electronic storage and retrieval technology. After extensive evaluation of technologies and vendors, INSCI's NSCI's COINSERV solution was selected. INSCI, based on its systems' features and the company's experience and business, fit Atlanta Casualty's needs.

INSCI's COINSERV system was the key enabling technology in this push to improve customer service.

As a result of the implementation of INSCI's client/server solution, the following objectives were achieved:

- Improved customer service
- Initial survey indicated 90% customer satisfaction
- Customer Service budget reduced
- Service representative staff reduced by 30%
- No additional magnetic storage required to handle increase in business
- Microfiche process eliminated
- Costs and inefficiencies associated with tape handling, transportation, delays, distribution, filing and re-filing of microfiche
- Telephone callbacks virtually eliminated
- Over 95% customer inquiries answered on customer call-in

The COINSERV system cost justified itself within a matter of months. The on-going savings were significant to corporate profits. The system helped business grow. There was an identifiable reduction in lost clients, new customers, Customer Service representatives were more productive, more inquiries were satisfied by fewer people. There were fewer turnovers among Customer Service representatives due to higher self-esteem related to their working procedures. With the increased capacity to handle additional customer inquires, Customer Service staff was reduced. Additional management reports were available from COINSERV, which made management more efficient. The COINSERV system gave Atlanta Casualty a competitive advantage in customer service efficiencies.

A message from the VP

"We believe we Atlanta Casualty obtained a return on investment in 6 weeks. The elimination of microfiche and telephone call back costs, together with the reduction in customer service labor requirements, were far beyond our expectations. The COINSERV customer service representatives have higher morale being relieved of the drudgery of searching microfiche and calling customers back sometimes 2 or 3 times per inquiry."

For information about COINSERV solutions, contact INSCI worldwide headquarters at 1-508-870-4000 or visit www.insci.com