

Customer will call once,

one call does it all!

... but twice?



LIVE kontakt centar

**kvalitetnija komunikacija s klijentima i
optimizacija prodajnih procesa**

ICTI 2007

Brijuni, 18.10.2007.

Maja Bajza Ljubičić

Insurance market today

SITUATION

- Wide range of products and services
- Different communication channels
- Different selling channels
- Clients with specific needs and demands
- High competition



OBJECTIVES

- Client retention and acquisition
- Control over marketing & sales processes
- Optimization of human resources
- Reduction of costs
- Maximization of revenues



Technology is the most important differentiator

Contact center



**Solution which improves critical functions
of insurance industry**



Contact center services

- Telemarketing
 - Selling campaigns – proactive approach

- Reclamation center
 - Reclamations management (receiving, processing and control)

- Contact processing
 - Contact management

Logos' contact center

LIVE

Logos Interactive Voice Engine



LIVE

powerful Contact Center platform

- ✓ Infrastructure independent - CTI, VoIP
- ✓ Multi-channel support - voice, fax, SMS, e-mail
- ✓ Professional development tools - C++, Java, PHP
- ✓ Web-based applications
- ✓ Easy integration and communication with Third Party applications
- ✓ Distributed agent support
- ✓ Universal agent support
- ✓ Modular, scalable, flexible



LIVE

integrates wide range of advanced CTI technologies

- ✓ Interactive Voice Response (IVR)
- ✓ Automated Call Distribution (ACD)
- ✓ Audiomonitoring
- ✓ Audiologging
- ✓ Speech synthesis
- ✓ Call-screening
- ✓ Voice & Fax Mail
- ✓ Fax on Demand
- ✓ Fax Broadcasting
- ✓ Conferencing
- ✓ Outbound Dialing



Additional modules



Combine LIVE, as the core contact center platform, with other Logos' modules



ProDialer

- ✓ Automated outbound call generator module
- ✓ Services
 - ✓ Collections
 - ✓ Telemarketing/Sales campaigns

Proactivity / Agent efficiency

Telemarketing

- ✓ Standardized conversations (Scripts)
- ✓ Campaign definition
- ✓ Information distribution
- ✓ Data collection

Service quality

CPM (Contact Processing Management)

- ✓ Who generated the contact?
- ✓ What's was the contact about?
- ✓ Who accepted the contact?
- ✓ Who was responsible to process the contact?
- ✓ What was the response time?

Service quality?

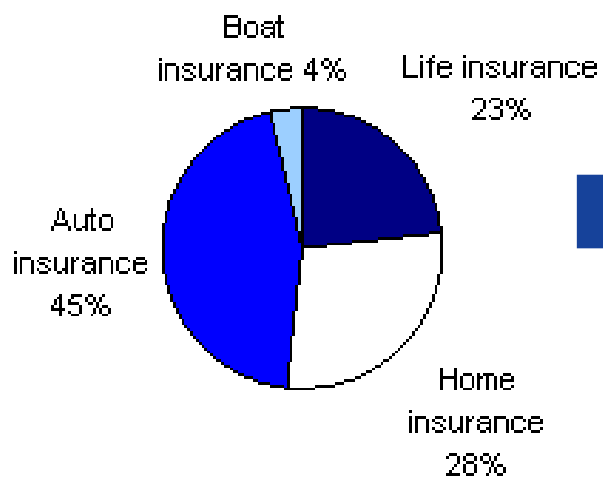
CPM (Contact Processing Management)

Services

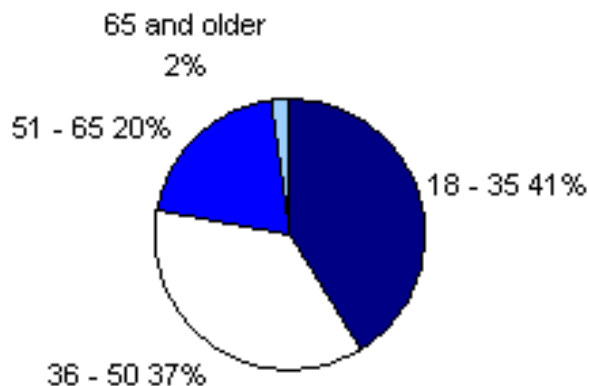
- ✓ Customer Service
- ✓ Help Desk
- ✓ Telemarketing
- ✓ Sales Campaigns
- ✓ Collections Campaigns
- ✓ Reclamation Center
- ✓ ...

Statistics and reports

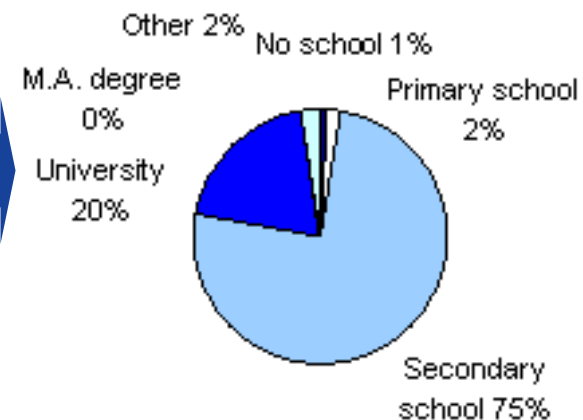
Number of policies in Krapinsko-zagorska županija



Age structure of life insurance in Krapinsko-zagorska županija

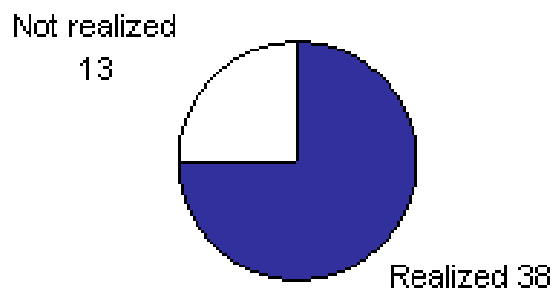


Life insurance - education structure for age group 18 - 35 in Krapinsko-zagorska županija

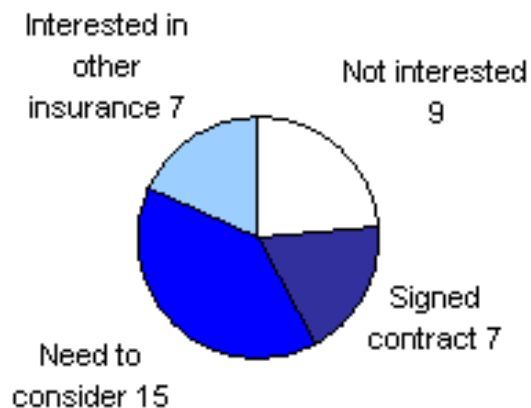


Statistics and reports

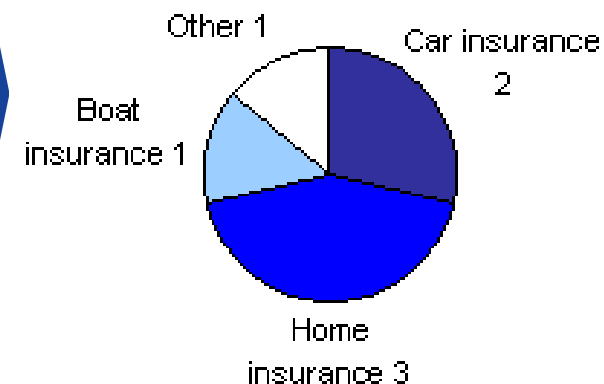
Realized contacts according to in advance defined schedule
Agent: Maja Logosić
Product: life insurance
Period 08.10.-12.10.2007.



Realized contacts - interest
Agent: Maja Logosić
Period: 08.10.-12.10.2007.



Interest in other insurance type
Agent: Maja Logosić
Period: 08.10.-12.10.2007.



Why Logos?

- ✓ **15 years** of experience in design, development, implementation and system integration of highly customized contact center projects
- ✓ **90 %** market share in Croatia in contact center solutions for financial industry

References



Diners Club Adriatic d.d. je član Erste Bank grupe



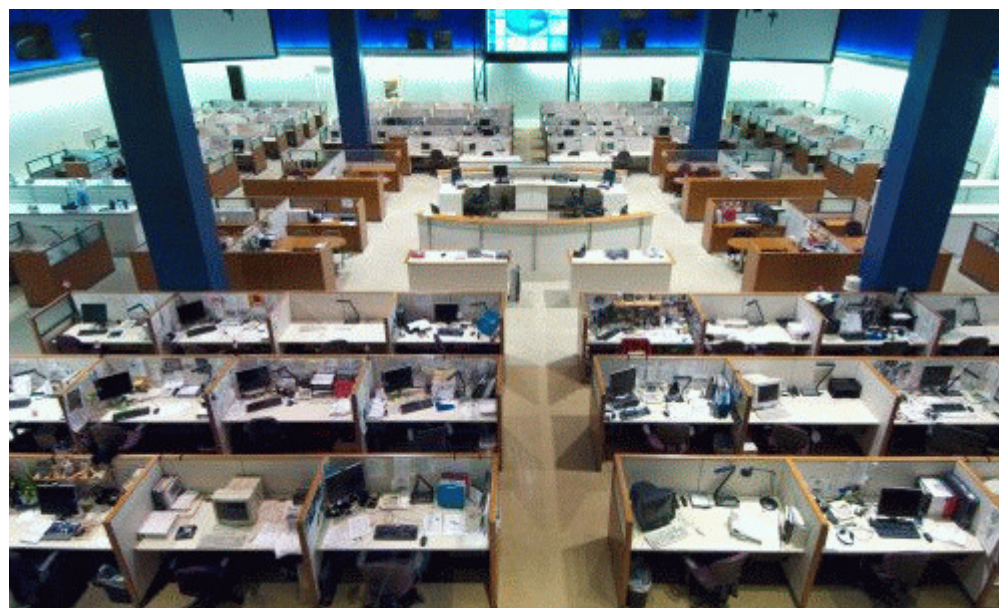
References



| | |
|-----------------|---------|
| Entry channels: | 120 |
| Agent seats: | 90 |
| Contacts/day: | 15.000+ |



References



| | |
|---------------|---------|
| Ports: | 1.200+ |
| Agent seats: | 400+ |
| Contacts/day: | 70.000+ |



Conclusion

1. Contact center is a need
2. Different services of contact center
3. LIVE – Logos' powerful contact center platform
4. ProDialer
5. Telemarketing
6. CPM
7. Logos' references and experience

Questions?



... and answers !

Thank you



Contacts



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