



 altitude



Mapfre España Unifies Customer Service in SI24 Contact Center

Mapfre España has chosen Altitude Software to manage its SI24 Contact Center



Mapfre, which was founded in 1933, is the leading Spanish insurance company and operates in 43 countries. It has 36,744 employees and roughly 70,000 insurance agents and brokers. The Group has one of the largest branch networks in Spain and across Latin America. It has 5,351 proprietary branches worldwide (3,226 branches in Spain and 2,125 abroad) and 6,124 bancassurance channels (4,923 in Spain and 1,201 abroad). On top of which it has 1,876 distribution agreements to complement its commercial capacity.

In 2008, the MAPFRE Group created MAPFRE FAMILIAR, to provide the following services to MAPFRE customers and to internal customers of the MAPFRE branches network: receipt of claims, sale and contracting of insurance policies, management of non-payments, covers, commercial information, and health services.

The MAPFRE ESPAÑA SI24 is a real Multimedia Contact Center which evolves in tune with each customer's unique needs, and so surpasses his expectations. A contact center which is committed to accessibility, solving problems, excellence, customization and being proactive. Always available 24 hours a day through any channel and in any language. We think Altitude Software is in line with our current needs and that is why we have chosen this platform".

Elisa Pomedá, Director of SI24, MAPFRE ESPAÑA

The SI24 Contact Center of Mapfre España decided to choose Altitude uCI

MAPFRE ESPAÑA performs its customer service through its Contact Center, SI24 (24x7, 365 days a year). This Contact Center was created by merging the contact centers of the organizations which today comprise MAPFRE ESPAÑA. Before this merger took place, each center operated with different applications, with different procedures, and they basically each worked independently from the others. The SI24 now has over 1,000 professionals, with a high level of specialization, processing 20 million customer requests per year.

As part of this project, Altitude has replaced the CTI, which was custom developed, with a solution which guarantees a more simple evolution of the SI24. The IT platform has been unified using an Avaya + Altitude solution. This gives professionals the same tools and capacities no matter which service or campaign they are working on. This means everyone has the same tool for customer service, regardless of the business line.

MAPFRE

- MAPFRE, which was founded in 1933, is the leading Spanish insurance company and operates in 43 countries.
- It has 36,744 employees and roughly 70,000 insurance agents and brokers.
- It has 5,351 proprietary branches all over the world and 6,124 bancassurance channels.
- The MAPFRE Group posted revenue of 26,366 million euros at the close of the 2014 year

Evolution and own developments of SI24

The MAPFRE ESPAÑA SI24 already has its own developments made on top of the Altitude uCI platform. One of the most important developments is the **Customer File**, that delivers several new benefits and functionalities:

- The service front-end is independent of the channel, of the business (Health, Home, Auto) and of the service requested by the customer (assistance, commercial, etc.).
- Mapfre Professionals use the **Customer File** to get data so as to be able to personalize customer service to the utmost, with the clear objective of being able to resolve the customer's request on a single-contact basis.
- Business applications are integrated with the Contact Center applications. One of the benefits is to reduce call times as the real time data is available to provide the best service.
- The SI24 is equipped with unified statistics and business data, not only about call details but also about number of calls, the times spent in resolving customers' enquiries, information about reasons for calls, etc.
- The Contact Center has historical information on customer's contacts, no matter which channel the customers have chosen to get in contact.
- Having a single application for managing contacts saved a lot of training time.
- CTI's intelligent routing lets the contact center provide customers with personalized service; in each case, calls are sent to the most appropriate professional to deal with and resolve the customer's request.

The **Customer File** is applied in all interactions no matter which channel the customer chooses to communicate with the organization (SMS, fax, mail, etc.). By adding to the functionalities provided by Altitude uCI, the **Customer File** allows the contacts received or sent to be treated efficiently, and automatically distributed among the customer service professionals, thereby enhancing the

BENEFITS FOR THE ORGANIZATION

Common tool for customer service

- The IT platform has been unified using an Avaya + Altitude solution. This gives Contact Center professionals the same tools and capacities regardless of the service or campaign which they are working on.

Simple evolution and own developments

- The SI24 of MAPFRE ESPAÑA performs its own developments on the Altitude uCI platform to enhance productivity, to reduce dependency on the IT department, to allow them to create campaigns and to get reports more quickly.

ADVANTAGES OF THE ALTITUDE SOLUTION

1. Increased productivity for all SI24 profiles: Professionals, Coordinators, Business managers and IT managers.
2. Standardizing applications has created a new workflow and meant that new functionalities which had been demanded are now available.
3. Altitude is integrated with pre-existing infrastructure in the MAPFRE ESPAÑA Contact Center (Avaya IP, Natural Vox and Nice).
4. IT systems has centralized support for all professionals and services, and a single development tool for front-end and for routing.

customer's ease of access and contact with MAPFRE through any channel.

With MAPFRE ESPAÑA, customers can also use the **Call me back/Later** option from Mapfre's website; this way, the customer can ask MAPFRE to contact him immediately, or at a specific time, thanks to the new **Customer File** functionality. MAPFRE ESPAÑA now offers this option also from mobile platforms - iOS and Android.

Higher productivity

The project has increased the productivity of the three Contact Center profiles: business managers; operations (expert professionals and their supervisors) and IT systems. The first group benefits from a single infrastructure with distributed human resources, and can create services and campaigns more quickly. They are also more independent from IT when setting up the routing for their interactions and it is simpler for them to obtain reports.

The applications, which are based on Altitude Software, have been updated in order to bring them all in line. This has created a new flow and has added new functionalities which had been demanded by the professionals working in the Contact Center. This makes the applications more powerful and better suited to business needs, with multi-channel capacities, easy creation of *knowledge bases*, *scripts*, etc. The result is a lower number of profiles, simplified user access and greater versatility for working in different services. Supervisors can now monitor procedures from a single tool.

Lastly, the IT Systems department has centralized support for all professionals and services, and a single development tool for front-end and for routing. The Altitude platform is integrated with pre-existing infrastructure in the MAPFRE ESPAÑA Contact Center, such as Avaya IP, Natural Vox and NICE.

DESCRIPTION OF THE SOLUTION

- Altitude uCI
- Altitude voice Inbound
- Altitude voice Outbound
- Altitude Script Developer
- Altitude uSupervisor
- Altitude Unified Routing

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