

Enabling Instantaneous Voice Communications

Building a Better Web Support Solution

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The Need for Better Web-based Financial Services

- 38% of online customers will abandon their shopping carts if they are unable to secure the information they need (Socratic Technologies, Inc.)
- Traditional customer service (e.g. 800 call centers) is inefficient
- Self service is not sufficient
 - Human Interaction benefits customer and provider
- **Solution:** Migration toward **Assisted Self Service** is needed
 - Tighter integration of web solutions and call centers

Agenda

- Determine obstacles
- Offer solutions
- Provide case studies
- Introduce GIPS unique technology



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Challenges

Customer Wait Time

- Time spent in a call queue is expensive for the institution and frustrating for the customer
- Traditional call centers force callers to use Interactive Voice Response (IVR) system to find appropriate agent
- Most frequently asked questions (FAQs) are not handled before caller reaches an agent
- Main sources of information (web and live customer support) are rarely integrated
- Increased call volume= longer customer wait time, lower agent productivity





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The Internet to the Rescue?

Growth of Multichannel Customer Interaction

- More than four in five call centers (83.9%) handle customer email transactions.
- 68% of these centers have an email response time objective of 24 hours or less
- 55.4% of centers support a Web self-service application – Most common features:
 - FAQs
 - Customer access to personal accounts
 - Help options
 - Knowledgebase/search engine

Source: ICMI Multichannel Contact Center Study III

Ineffective Multichannel Support

Without proper assistance, web visitors can get easily discouraged

- 38 percent of online customers will abandon their shopping carts if they are unable to secure the information they need before they get to their virtual check out (Socratic Technologies, Inc.)
- Poor service can lead 69 percent of online purchasers to shift to alternate providers
- Conversely, up to 65 percent of users will increase spending based on favorable company interactions (“The High Cost of Low Service Levels in an On-line Contact Center”)
- A 5 percent reduction in customer defection rate can increase profits by 25-125%, depending on the industry (American Society for Quality)

Solution

- Better designed website to answer more questions upfront
 - Web self-service can decrease live agent expenses from \$4 to \$6 on average to less than \$.25 average cost per Web-based query (BenchmarkPortal)
 - Better web based support is a differentiator that helps retain customers
- More tightly integrated website with live support
 - Won't waste time customer has already spent on site
 - Better use of agent skills and time
 - Agents can leverage data from the web
- More efficient live support solution
 - Bypass IVR to get directly to appropriate agent



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Case Studies

BlueCross BlueShield

The screenshot shows the website for BlueCross BlueShield of South Carolina. The browser window title is "Welcome to South Carolina Blues.com" and the address bar shows "http://www.southcarolinablues.com/bcbs/bcbs_redo.nsf". The website header includes the company logo and navigation links: "About BlueCross", "Contact Us", "News", and "Jobs". A search bar is located in the top right. The main content area features five columns of user roles: "I am a Member", "I am a Provider", "I am a Benefits Coordinator", "I am an Agent", and "I am an Agent (Groups with 50+ Lives)". Each column has a representative image and a "more >" link. To the right of these columns is a large grey arrow pointing right with the text "-or-" and a box titled "I am Looking for Insurance" with a family photo and a "help me find the right plan >" link. Below this is a section with three columns: "Find a Doctor Or Other Healthcare Provider" with links for "South Carolina", "National", and "Worldwide"; "Log In or Register for Online Services" with links for "Member My Insurance Manager", "Provider My Insurance Manager", "Benefits Coordinator My Insurance Manager", "My Business Manager", "BluesEnroll", and "BlueQuote"; and "Looking for ..." with links for "Jobs at BlueCross", "Consumer Health Toolkit", "Health and Wellness", "Discounts & Added Values", and "Prescription Drug Information". The footer contains links for "Foundation", "Glossary", "Awards", "Legislative Action Center", "Report Fraud", "Feedback", "Technical Help", "Privacy Practices", and "Site Map". The browser status bar at the bottom shows "Internet" and "100%".

BlueCross BlueShield

- BCBS of South Carolina Call Center handles 1000s of incoming calls a day
- Network of 10,000 providers + 45,000 related users
- Business expansion and increased insurance complexity caused an increase in call volume
- As a result, physicians experienced up to 50-minute queue times
- Call abandon rates reached an all time high

BCBS Reaction

- BCBS performed a thorough investigation of the situation
- Findings:
 - Large percentage of inquires were routine
 - 50-60% of inquiries were resolved in the first call to the company's Voice Response Unit (VRU)
- Answer:
 - New self service Website modeled after VRU
 - Callers to BCBS would be directed to the new site
 - If questions could not be answered online, providers were encouraged to email BCBS



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The Internet to the Rescue?

BCBS Solution

- Still not enough
 - Many physicians were not using the website
- BCBS implemented its *STATchat* solution to create an incentive to drive more traffic to its site
- *STATchat* integrates web self-service with Instantaneous Voice Communications with live agents



Web User



Agents

STATchat

- *STATchat* ensured a tighter integration of the website and live support
 - Assisted self service connected users to agents through PC-based calls
 - *STATchat* calls received priority over standard phone calls
 - Calls automatically connected to the appropriate agent based on inquiry type
 - Once connected, information entered on website could be instantly shared with agents

BCBS Results

- The Internet to the Rescue
- Very Happy Customers - Call Queue waiting eliminated
 - 50 minutes on hold reduced to a matter of seconds
- Call Cost savings
 - No toll charges
- Lower administrative costs
 - More time effective than data entry required for email response
- Fewer routine calls
 - Only 3% of self service users opted out of the system to call representatives, compared to 40% of VRU users

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Help Center

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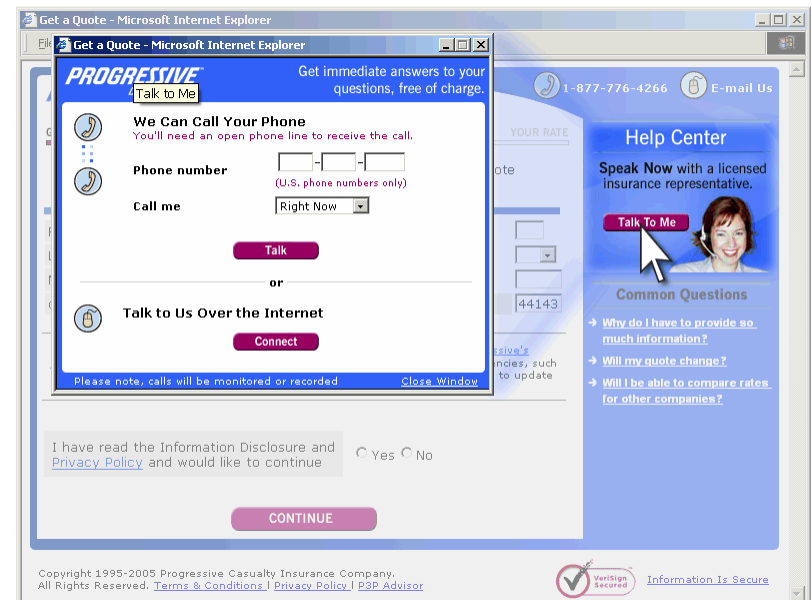
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Progressive Insurance

- Third largest auto insurance company in the U.S.
- Pioneer in web based customer service
 - First company to offer online quotes
- Found that self service was not sufficient
- Implemented “Talk to Me” to connect web visitors to call center agents
- Website subsequently wins multiple awards
 - Recognized by Change Sciences as No.1 overall in the customer experience
 - No. 1 Web site on the WebExcellence Insurance Carrier Scorecard
 - Webby People's Voice Award for best insurance site in 2007
 - Recognized by Keynote Systems as best overall in Customer Experience for Auto Insurance Web Sites





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Click-to-Talk Solution for Assisted Self Service

Global IP Solutions

- Industry leaders in High Quality Voice over IP Communications
 - Products designed for real-time communications on packet networks
 - Current portfolio of 12 patents; 9 pending
 - Industry standard designation by the IETF
- A team of media processing and IP telephony experts
 - Founded in Sweden in 1999 by Professor Bastiaan Kleijn and Dr. Roar Hagen
- Technology specifically designed to handle adverse network conditions
 - Patented NAT/Firewall traversal
 - Unique voice processing approach
- Targeted applications for enterprise, SMB and call centers



Global IP Solutions' Click-to-Talk

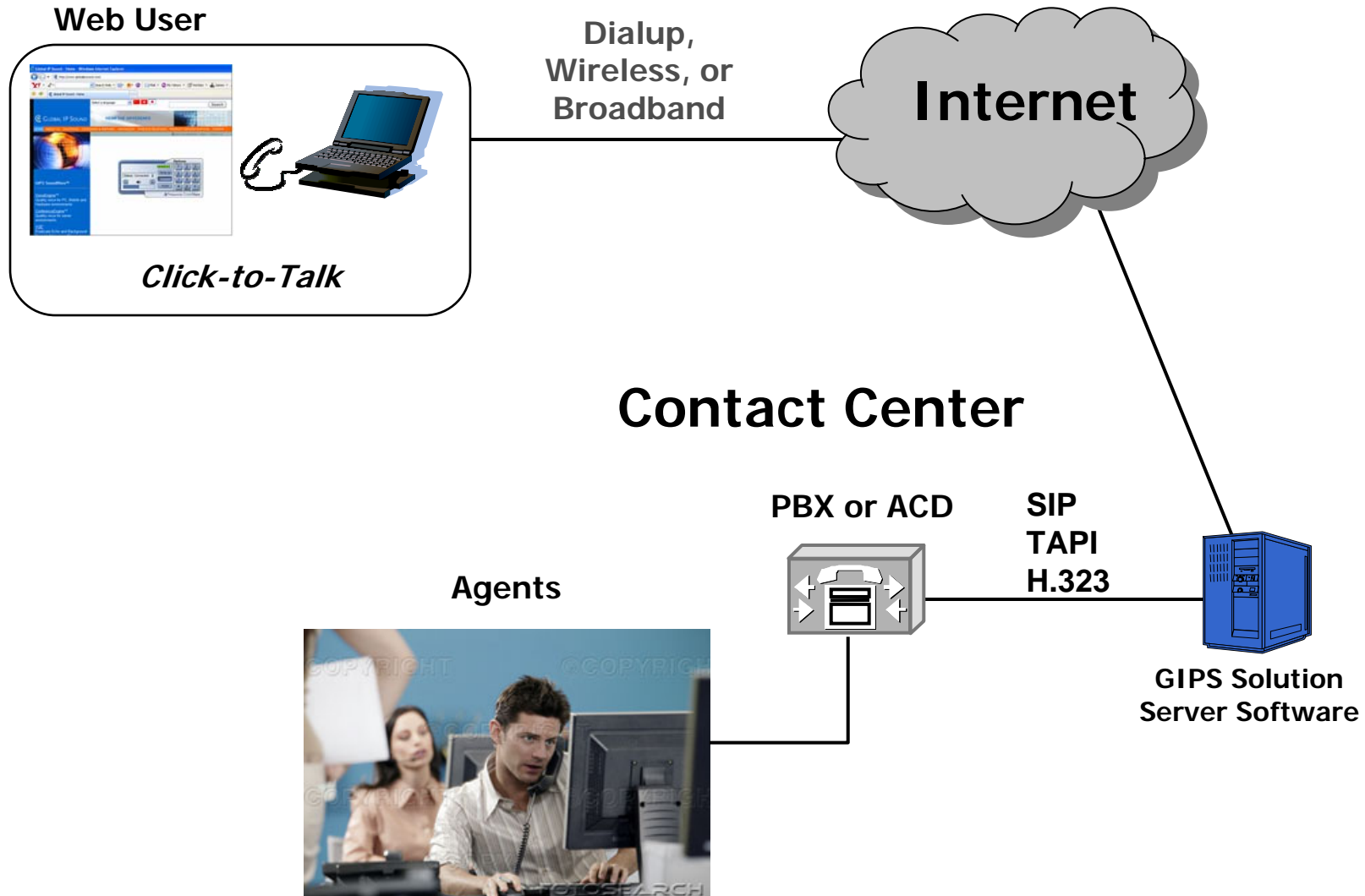
- Turns a link in any webpage or application into a softphone
 - No need to download and install software to the desktop
- Increases revenue by decreasing web abandonment
- Increases customer satisfaction
- Provides cost savings through improved efficiency and use of VoIP



“In the future, there will **not** be any significant web sites that do not contain this capability. The question is: **How significant do you want your website to be?**”

- Bill Gates

Click-to-Talk- Contact Center Example



Click-to-Talk Key Benefits

Business

- Increases revenue
 - Drives more customers to site
 - Keeps them longer
- Increases customer satisfaction
 - Decreased wait times
 - Speech allows for more nuanced conversation than chat or email
- Cost savings
 - Eliminates 800 toll charges

Technology

- Superior call quality in challenging network conditions
- Connectivity
 - Patented NAT/FW traversal technology
- Leverages data
 - Seamless transition from chat to voice
 - Can pass key information with call

Financial Institutions Key Opportunities: Leverage Strengths

- Traditional Brick and Mortar Institutions
 - People available to give personalized assistance to web users at the click of a mouse
 - Funnel users to their branch to deepen the relationship
- Internet-only Institutions
 - Overcome impersonal web-based relationships with live assistance
 - Already positioned to leverage new technologies



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Questions



Contact GIPS for More Information

- Complete Case Study Available
- Visit www.gipscorp.com for a demonstration
- Join our developer network to download Click-To-Talk Lite
- Drop me an email at dovid.coplon@gipscorp.com