

Case Study: UK General Insurance



UK General Insurance uses **OpenContact's** inbound and outbound call centre services to deliver high quality customer service and increase the sales of its portfolio of products, all in a cost-effective manner.

Industry sector

Financial Services
Niche Insurance

Client Objectives

To achieve higher levels of customer service and more sales conversions, with a flexible, cost-effective and growth supporting infrastructure.

“The OpenContact partnership delivers high quality, effective and consistent service which allows for continued service improvements”

UK General Insurance

UK General Insurance Group

UK General is an award-winning insurance provider that supplies its clients with innovative trading solutions and specialist insurance products.

Their vision is to become a unique supplier in the UK general insurance market, with focus on delivering specialist underwriting and fulfilment services which can meet the needs of distinct customer and distributor groups.

The Challenge

UK General's aim is to provide customers with products tailored to their specific needs, in areas where competitors are unable to respond. To provide such a wide variety of niche insurance products, and to support all of these products with appropriate customer contact options, is an enormous task. UK General needed a versatile partner capable of providing all of these services in a cost-effective fashion.

As competitors downsize, centralise and standardise, UK General fill the resulting vacuum – their success is reliant on their flexibility and speed of response. This meant that they also needed a partner with the ability to adapt and expand along with the expected growth of their company.

The Result

UK General and OpenContact work as mutually beneficial partners, consistently **achieving agreed business objectives and levels of service**. OpenContact are always **willing to adapt** their service to meet UK General's requirements, constantly seeing the **satisfaction of UK General's customers** as their highest priority.

The Solution

When UK General opted to outsource their existing operation, OpenContact quickly provided them with experienced and highly trained agents, resulting in a **seamless and interruption-free transition**.

OpenContact now support UK General with a **diverse array of services**, including:

- Niche Insurance Provision
- Insurance Policy Sales
- Post-Sales Enquiry Handling
- Medical Screening Services
- Referrals to Underwriters
- Document Fulfilment

The service that OpenContact provides UK General with is **reliable** and of **consistently high quality**.

OpenContact's multi-skilled agents have allowed UK General **more flexibility**, providing support for the peaks and troughs associated with a wide portfolio of various insurance products.