



INSURANCE SUCCESS STORY

Premium Choice Prioritises Call Handling with ShoreTel

Premium Choice provides customers in specialist areas with a genuine choice of quality and affordable motor insurance, backed up by first class customer service.

CHALLENGE:

- The continued growth and success of Premium Choice has led to a sharp rise in call volumes and a need to prioritise calls based on quotes taken online. Premium Choice was looking for a telephony system to connect with its data centre in Reading that would eliminate the risk of downtime.

SOLUTION:

- A ShoreTel Unified Communications (UC) system and ShoreTel Enterprise Contact Center

BENEFITS:

- ShoreTel's Enterprise Contact Center provides enhanced call-back functionality and the ability to prioritise calls which has increased chances of sale
- ShoreTel's advanced call handling has reduced customer call waiting time
- By streamlining communications with customers, Premium Choice has boosted its insurance renewal retention

Premium Choice has been selling specialist car and vehicle insurance since 1999 when founders Mark Woods and Richard Dornan realised the need for niche market insurance. Premium Choice is a young, dynamic company that has enjoyed continued success in the increasingly competitive specialist motor insurance market.

Premium Choice is dedicated to providing customers in specialist areas with a genuine choice of quality, affordable motor insurance, backed up by first class customer service at all times. Following relocation to a larger Birmingham premise in 2008, Premium Choice's customer service staffs continues to grow strong.

Moving towards Unified Communications

Premium Choice relies on technology to interact with its customers and to analyse and compare information in order to ensure customers always receive the best deal. Premium Choice was looking for a

telephony system that would streamline communications from first contact, right through to delivering a quote to the customer.

Premium Choice decided to move forward with a unified communications (UC) system and turned to Gartner's 'MarketScope for Unified Communications for the SMB Market' report for advice on which vendor to choose from.

"After reviewing Gartner's report, our decision was simple. The report positioned ShoreTel as the perfect SMB UC provider, offering great value for money and a rich feature set. ShoreTel's UC system offered us a lower total cost of ownership (TCO) than competitors' solutions," said Rupert Gladstone, Head of IT, Premium Choice.

Premium Choice worked with ShoreTel partner Voyager Networks to implement the new UC system. Voyager worked in close proximity to Premium Choice to better understand the company's needs



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Rupert Gladstone
Head of IT
Premium Choice

and to tailor services accordingly. Voyager was able to successfully reduce the number of servers necessary to support the system and, as a result, reduced Premium Choice’s carbon footprint.

Increasing Chances of Sale

With over 70,000 internet quotes and over 2,000 e-mails generated daily, Premium Choice needed a system that could prioritise calls based on chance of sale.

“The ability to collect quotes in real-time and feed details into the phone system allows us to prioritise calls as they come in and ensure we give high priority to those likely to result in a sale,” said Gladstone.

The ShoreTel UC system has allowed Premium Choice to prioritise calls in real-time and as a result has boosted staff productivity, accelerated the sales cycle and contributed to the company’s overall business success.

Premium Choice’s business model relies on constant communication with customers. By synchronising the ShoreTel system with Premium Choice’s data centre in Reading, the distributed architecture of ShoreTel’s solution ensures that if a problem were to arise at the Birmingham site the company could seamlessly transfer communications to Reading, eliminating the risk of downtime.

Ensuring Customer Satisfaction

Customer wait time can make the difference between a sale and a potential customer hanging up. “Previously, the average call waiting time for our customers was several minutes. The ShoreTel Enterprise Contact Center system has cut that to just over a minute,” said Emma Lowndes, Call Centre Supervisor, Premium Choice.

By reducing customer wait time, Premium Choice is able to service more potential customers and keep its existing customers happy. Premium Choice has also boosted its insurance renewal rate through the advanced call back functionality.

“When it comes to calling customers back, our legacy system’s manual call back left a complicated chain often resulting in calling the wrong number or a number no longer in service,” said Lowndes.

“ShoreTel’s system offered us automated call back functionality where customers can select the number they wish to be contacted on. With click-to-dial call back functionality we never miss a call.”

Avoiding a round-robin approach

Customer frustration can occur when callers are not connected to the right person. The ShoreTel Enterprise Contact Center routing and queuing allows Premium Choice to tailor the caller’s experience by pre-screening calls and routing them to the appropriate person. Customer satisfaction has heightened as a result of callers being connected to the appropriate advisor quicker and having their requests processed faster.

“Our new system has avoided the nightmare of customers being kept on hold and passed from person to person,” concluded Gladstone. “Now calls can be routed to the right person straight away, avoiding the frustration associated with a round-robin of being kept on hold and constantly transferred.”

Streamlining communications with the ShoreTel UC system and ShoreTel Enterprise Contact Center has enabled Premium Choice to improve customer service through reduced wait time, immediate connection to the right person and click-to-dial call back functionality. Now Premium Choice offers a superior level of service, in turn boosting its competitive advantage.

About ShoreTel

ShoreTel is a provider of business communication solutions whose brilliantly simple unified communications platforms, applications and mobile UC solutions promise a new rhythm of workforce engagement and collaboration. With costly complexity eliminated by design from its award winning, all-in-one IP phone system, UC and contact center solution, and its industry leading hosted business phone system, workers enjoy a freedom and self-reliance that other providers can't match. Users have full control to engage and collaborate, no matter the time, place or device, for the lowest cost and demand on IT resources in the industry. ShoreTel is headquartered in Sunnyvale, California, and has regional offices and partners worldwide. For more information, visit shoretel.com or shoretelsky.com



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