



Smart Teams ACCELERATOR

Powered By  **DBSL**
INTEGRATED SOLUTIONS

CXaaS OUTSOURCING

For a leading retail insurance broker



Total Cost of Ownership **reduced by 60%**



CSAT and NPS Scores **improved by 45%**



Mean Ticket Resolution Time (MTTR) **Reduced by 23%**



Summary

This case study examines a leading retail insurance broker company in the USA that successfully outsourced its help and support desk to DBSL Smart Teams Accelerator. By doing so, the company managed to reduce its total cost of ownership by 60%, increase its customer satisfaction (CSAT) and net promoter score (NPS) by 45%, and promote business growth. The key to this success was the utilization of the latest technology, efficient processes, and a well-structured team of five resources from DBSL Smart Teams Accelerator.

Company Overview

The retail insurance broker company is a prominent player in the US insurance market, providing a range of insurance products and services to both individuals and businesses. With a strong commitment to customer satisfaction and maintaining a high level of service quality, the company constantly seeks ways to improve its operations and reduce costs.

Challenges

As the company continued to grow, it became increasingly important to find ways to optimize its help and support desk operations. This involved managing the increasing volume of customer queries and ensuring that customers received prompt, accurate, and reliable assistance. Moreover, there was a need to reduce operational costs without compromising service quality.

Objective



Reduce operational costs



Improve customer satisfaction (CSAT) and Net Promoter Score (NPS)



Maintain high-quality support with a lean team



Automate transactional tasks to increase efficiency

Solution

The company decided to outsource its help and support desk to DBSL, a leading provider of Business Process Outsourcing Solutions via their Smart Teams Accelerator Program. By working closely with the company, DBSL implemented a comprehensive solution involving the latest technology, efficient processes, and a dedicated team of five resources.



Technology Integration

DBSL Smart Teams Accelerator introduced state-of-the-art technology, including advanced ticketing systems, customer relationship management (CRM) software, and AI-powered chatbots to streamline the support process. These tools enabled the team to effectively manage customer queries, automate routine tasks, and provide personalized assistance.



Process Optimization

DBSL Smart Teams Accelerator analyzed the company's existing help and support processes, identified areas for improvement, and implemented streamlined workflows. This included prioritizing customer queries, implementing escalation procedures, and establishing performance metrics to monitor and improve service quality.



Team Formation

DBSL Smart Teams Accelerator assembled a team of five highly skilled resources with expertise in the financial insurance industry. This team underwent rigorous training not just for products and services but also for the culture, geographic and customer expectations and company standards to ensure they were familiar with the company's products, services, and policies. Additionally, they were equipped with the necessary soft skills to provide excellent customer support.



Results

Outsourcing the help and support desk to DBSL Smart Teams Accelerator yielded significant results for the financial insurance broker company:



Reduced Total Cost of Ownership

By outsourcing its support operations, the company was able to reduce its total cost of ownership by 60%.



Improved CSAT and NPS Scores

As a result of the enhanced service quality and faster response times, the company experienced a 45% increase in its customer satisfaction (CSAT) and net promoter score (NPS).



MTTR Reduced by 23%

The company achieved business growth by improving its support operations, resulting in a 23% reduction in mean ticket resolution time.

About DBSL

DBSL's Smart Teams Accelerator streamlines your workload, optimizes your time and enhances your customer service, while you focus on business growth. Outsource customer service, ecommerce support, and back-office tasks like payroll, data entry and finance to us. Schedule an unconditional demo today and discover how we can support your business's journey.