

How an Insurance Provider Improved the Customer Experience with Call-Backs



About

Founded in 1963, The General Automobile Insurance Services is a licensed insurance agency offering policies online and over the phone. The company is headquartered in Nashville, Tennessee, with offices across the US where their mascot, an army general, is a well-recognized figure. With a focus on drivers seeking insurance on a tight budget, The General is known for offering affordable monthly payments.

Problem

The General handles 170,000 customer service calls per month, and experiences regular spikes in call volume. During these unexpected call surges, the company has seen an increase in hold times, abandon rates, and, accordingly, customer frustration levels. For The General, improving the customer experience during periods of long hold time was a key priority, but increasing headcount for those spikes in volume was not a viable option.

Customer

The General

Industry

Insurance

ROI

Reduced Abandonment Rates
Improved Customer Experience



“We wanted to offer our customers the convenience of a call-back without consuming time actively waiting in a call queue. We also wanted to mitigate our abandon rate on busy days. Fonolo’s simple implementation and subscription-based model encouraged us to move forward with this solution.”

– Allison Garretson
SVP, Operations & Customer Engagement

Solution

To solve this problem, The General turned to Fonolo’s In-Call Rescue and Web Rescue solutions in order to offer customers the convenience of a call-back without making them wait on hold during busy periods.

Now online customers can easily schedule a phone call via the online “call-back widget” on The General’s website. In addition, callers phoning into the call center can simply “press 1 for a call-back”, and Fonolo will hold their place in line until an agent is available.

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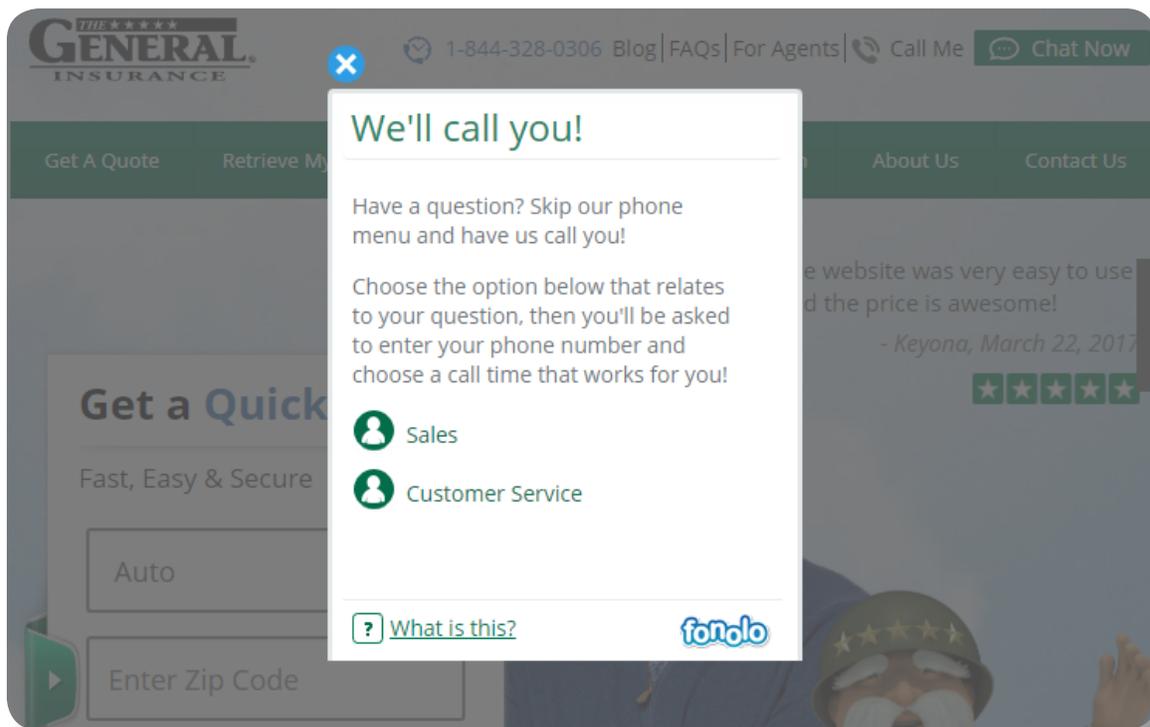
Results

The General significantly reduced abandonment rates during peak times in the call center by giving customers the option to keep their place in line – without waiting on hold, courtesy of Fonolo. Additionally, the call-back option successfully delivered callers to the correct kind of agent every time, leaving customers happy and agents engaged.

Overall, the solution has improved the experience for the General’s customers and is viewed by the company as a competitive differentiator for the brand.

“Fonolo is a great partner with a great service that enhances our customers’ experience.”

– Allison Garretson
SVP, Operations & Customer Engagement



About Fonolo

Fonolo, the leader in cloud-based call-back solutions, has revolutionized the way contact centers interact with customers through web, mobile, and voice. The company’s patented call-back technology empowers customers with an innovative alternative to waiting on hold. Fonolo’s award-winning solutions are trusted by a growing list of call centers who aim to enhance the customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit fonolo.com to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.