

## CASE STUDY

**BERKSHIREINSURANCE.COM**

The Berkshire Insurance logo, featuring the word 'Berkshire' in a large, serif font, with 'INSURANCE.COM' in a smaller, sans-serif font below it, and three colored dots (red, yellow, green) to the right.

**Berkshire**  
INSURANCE.COM ●●●

*Introduction of C-Zentrix Contact Centre Solution lead to a 200% increase in the Executives' Work Productivity*

### **BACKGROUND**

Berkshire India, a majority-owned unit of Berkshire Hathaway Inc. has been incorporated to sell and distribute general insurance products in India through their online distribution portal [www.BerkshireInsurance.com](http://www.BerkshireInsurance.com).

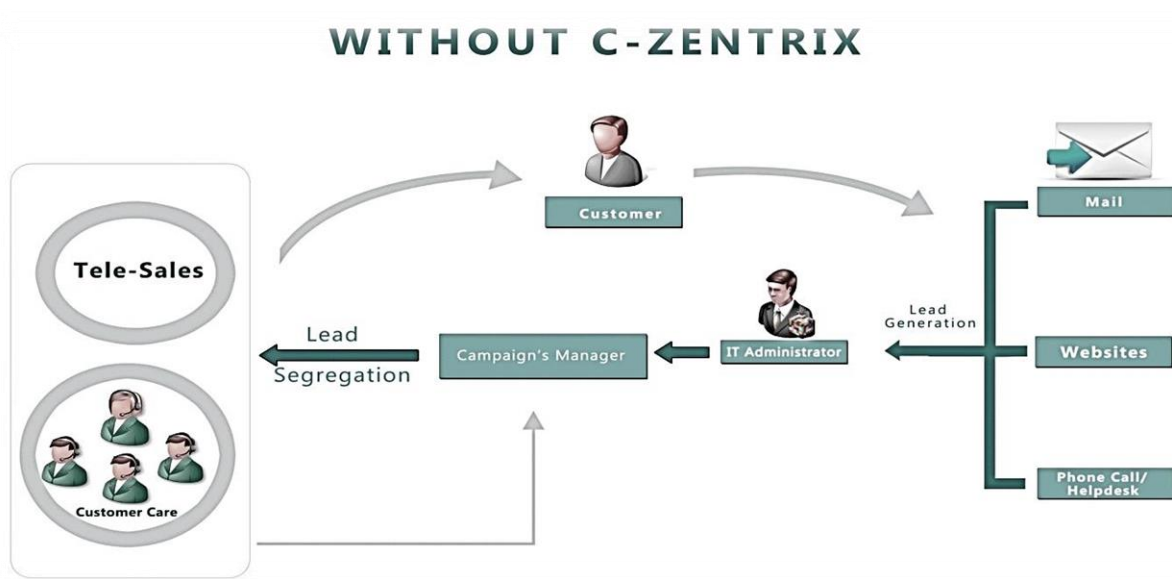
BerkshireInsurance.com provides insurance directly to the consumer by utilizing internet and tele-marketing, currently offering products such as Motor Insurance, Health Insurance and International Travel Insurance.

Though Berkshire India is a new entrant into insurance spaces in India, the company's growth and expansion is quite phenomenal. Berkshire Insurance India has an aggressive online presence since the very inception which is one of their major sources of lead generation.

## BUSINESS CHALLENGES

The online platform of Berkshire India clicks with the customers due to their comprehensive services. Much of it can be accredited to the latest technology that the team implies at the back-end. Berkshire wanted to upgrade their customer interface. The foremost challenge was to add efficiency while ensuring superior service to the customers. The existing process flow needed consolidation to match the increasing call traffic.

BerkshireInsurance.com was looking for ways and means to manage the leads generated over their web portal and reach to their customers in minimum time. Another concern was to strictly adhere to the IRDA regulations for quality purposes. There were multiple steps involved from the time leads hit the web portal to the time the first contact was made to the quote generation for the customer and then the final sale. They were in search for a single platform to handle all these steps seamlessly with a single point of control, management and reporting.



## SOLUTION

C-Zentrix Contact Center Solution with the Trouble Ticketing CRM was customized exactly to match the business needs of their Customer Care Unit. The leads from the Berkshire's in-house web portal flows in real time to the C-Zentrix contact center platform from where these can be contacted manually or using an automated dialer for the first contact with the interested customer. In case the customer is found interested, the quote generation tool on the agent interface could now be used to send the quote over an email instantaneously. At the same time, C-Zentrix LMS (Lead Management System) at BerkshireInsurance.com pushes the leads for further follow-up. The BerkshireInsurance.com LMS has a C-Zentrix calling bar integrated so that the follow-ups by their team can be done from the LMS screen itself.

C-Zentrix specially designed barging facility, complete quality tool to enable Berkshire adhere to the IRDA guidelines. BerkshireInsurance.com is able to set the threshold of percentage of calls to be barged-in every day for quality purposes.

## VALUE CREATED

Executives' work productivity has increased by 200% after the introduction of C-Zentrix Contact Center solution with customized CRMs

Customers appreciate the helpdesk for quick resolution of their grievances

Turnaround Time of the leads has reduced considerably, accredited to Lead Management System being deployed

Administrators can track and monitor the performance of the executives through Web-based Admin Panel

Customer Care Unit turned out to be a lead generation source for Pre-Sales team with all the newly generated leads being pushed into LMS

Verifiers could barge and listen to the live calls through the web-interface itself

*Mr. Arun Balakrishnan, CEO, BerkshireInsurance.com Says,*

*C-Zentrix has helped us automate our entire insurance selling process with right kind of checks and balances to adhere to the IRDA guidelines. We have had huge benefits in reaching out to our customers in time with the right information. The C-Zentrix team has been always helpful and worked closely with us to customize their product exactly to our business needs. I would recommend any BFSI customer to have a look at their solution as they are an ideal partner to handle complex requirements and customizations and deliver solutions in time."*

## REACH US TO KNOW HOW YOU CAN ENHANCE YOUR CUSTOMER EXPERIENCE FURTHER

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