



Clal Insurance has implemented KMS Lighthouse to retrieve knowledge easily for its customers



BACKGROUND

The Clal Insurance Enterprise Holding group is part of the IDB Group, one of Israel's largest and most influential conglomerates. Its line of business includes insurance and long-term savings, including non-life insurance, health insurance, pension and provident funds for private and corporate customers. The group holds a 16% share of the Israeli insurance market; employs 4,200 people and collaborates with 1,800 insurance agents.

CHALLENGE

Prior to implementing Lighthouse, Clal insurance used the knowledge management solution of one of the biggest computer solution provider companies. However, they could not deliver sufficient results for retrieving information rapidly and in a consistent way. Additionally, updating information in the old system was very complicated and enduring. Insurance agents were spending a long time searching and accessing relevant information, leaving their customers waiting endlessly for answers. The agents were unable to compare sales products, and had inaccurate search results with difficulty segmenting information for different use cases.

GOALS

- 1 Available information that is both up to date, easily retrievable, accessible to all users
- 2 Optimizing customer service response time

SOLUTION

Lighthouse implementation has enabled Clal Insurance to increase the productivity of agents and contact center employees. The choice of Lighthouse has allowed the Clal to use a common body of knowledge, for all employees and agents.

Lighthouse solves the problem of improving the efficiency of customer service whilst reducing operational costs. With this innovative solution, agents and customers can get all the information they need in less than 1 second. Clal insurance has achieved the followings after integrating Lighthouse:

- Enhanced customer experience and satisfaction
- Faster and more accurate information retrieval processes
- Improved "First Call Resolutions"
- Up to date real-time knowledge to all system users
- Reduced total call duration and average holding times
- Reduced training curve for new agents on products and services
- Reduced calls, where inaccurate information is delivered
- Smoother shift changes among call center agents during rush hours
- Value innovation via new banking services to customers



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THE RESULTS

Achievements:



5-10%

Seconds shorter on average holding time



50%

Less in average agent training times

MAKE YOUR CUSTOMERS SMILE

Less than 1 second to knowledge

