



BOLT INSURANCE: THE LEADING PROVIDER OF ONLINE INSURANCE SERVICES, DELIVERS OMNICHANNEL CUSTOMER EXPERIENCE WITH SERENOVA™

The Company

Headquartered in New York and founded in 2000, BOLT Solutions Inc. offers the leading online sales and client service platform for anyone who wants to sell or buy insurance online, The BOLT Platform. This innovative Software as a Service platform combines all the insurance elements required to provide Omnichannel customer experience across multiple lines of personal and commercial business. With singular focus on enhancing the quality and timelessness of communications between insurers and customers, BOLT is creating a better way for insurance carriers to serve their consumers. Vanguard acknowledges BOLT with the top VIP award for “Vanguards in Insurance Practices.”

The Challenge

For BOLT to deliver an Omnichannel customer experience they immediately identified the need for a new multichannel contact center platform. One of the top challenges was to create a virtual contact center environment with a distributed

workforce in multiple locations that could deliver service around the clock. BOLT fast growing business was demanding faster deployment of agent resources to keep up with the growing customer service demand. Business agility became a top priority, and challenge, for BOLT contact center operation. In addition, BOLT state-of-the-art insurance cloud platform, had to be integrated with the contact center to enable their agents to have seamless customer interactions and deliver the best experience on every channel.

As Software as a Service (SaaS) provider, BOLT clearly understood the benefits of the cloud. The need to quickly and efficiently deploy a multichannel solution without wasting too much time and resources was also a key success factor to launching new business units such as the BOLT Agency services. “We immediately knew that in order to achieve our goals we have to go with a Cloud Contact Center solution,” said Tom Hammond, Executive Vice President at BOLT.

CUSTOMER:

BOLT Solutions, Inc.

INDUSTRY:

Insurance Online Sales and Client Service Platform

SERENOVA™ SOLUTION:

Serenova™

HIGHLIGHTS

- » *Integrated multichannel capability enabled a true Omnichannel experience*
- » *Advanced routing and queuing, including in-queue call-back*
- » *Post-call survey integration*

“The depth and breadth of the Serenova™, and its robust customer interactions features, allow us to provide a great customer experience to achieve one of the industry’s highest customer satisfaction results.”

— Tom Hammond, Executive Vice President at BOLT

The Solution

BOLT selected Serenova™ solution to power their distributed workforce, and take advantage of Serenova™ simple and fast deployment for instant contact center ignition.

One of the key factors that won over BOLT was the breadth and depth of Serenova™ features and functionality, and its integration capabilities. Serenova™ integrated multichannel capabilities, with inbound and outbound voice, chat, email, and social media enabled BOLT agents to deliver a true Omnichannel experience that won the company top industry recognition.

BOLT further enhanced their customer experience with Serenova™ advanced routing and queuing capabilities including in-queue callback option that provides callers the flexibility to receive a callback without wasting much time on hold. And with post-call survey integrated in every inbound and outbound call, BOLT has been able to continuously keep a pulse on their customer satisfaction score to stay on top of their game. "The post call survey with 100% recording capability from Serenova™ allows us to always audit our NPS and improve our quality scores," said Tom Hammond, Executive Vice President at BOLT.

While the distributed workforce was a major requirement for BOLT customer service, managing these resources remotely was a key success factor. Serenova™ Quality Monitoring capability, along with real-time reporting, help BOLT insurance manage their agents' performance on every customer call or interaction. Furthermore, the tight integration, through Serenova™ extensive APIs capabilities, between BOLT insurance platform and Serenova™ provided key customer information and online transactions history to improve agent's productivity while delivering personalized customer experience.

Finally, Serenova™ industry proven platform with its highest reliability and stringent security was a huge attraction for BOLT. As a financial institution processing many customer confidential information, BOLT had very strict security requirements that could only be met by Serenova™. With top industry certification such as PCI, SAS70, and SOX, the Serenova™ gave BOLT a big peace of mind.

The Results

Since adopting Serenova™, BOLT has been able to deploy several customer service centers in three different states in a matter of months, which had significant impact on their business growth and revenue generation. Serenova™ helps us get in touch with our growing number of customers everyday to deliver outstanding service," said Tom Hammond, Executive Vice President at BOLT. In addition, the key features of Serenova™ with post-call survey and in-queue callback enabled BOLT to achieve Net Promoter Scores (NPS) of 88% and frog leap the competitions with outstanding customer experience.

“ The post call survey and quality monitoring capabilities from Serenova™ helped us achieve an NPS of 88%.”

— Tom Hammond
Executive Vice
President

