

Ping An Insurance (Group)

Increasing sales and productivity with a unified IP solution from Aspect



The Company

Ping An Insurance (Group) Company of China was established in 1988. It has developed into an integrated financial services conglomerate with insurance, banking and investment businesses at its core. Ping An's vision is to become an internationally leading integrated financial services group by leveraging its insurance, banking and investment businesses to achieve long-term, stable and healthy growth.

The Business Challenge

With the country's great economic growth and enormous population base, China represents a potentially large insurance market with a growing number of new business opportunities. However, Ping An was not the only company to recognise this as the number of competitors coming into the insurance market has increased as well. As one of the first Chinese companies to make a significant investment in telesales and customer service technologies, Ping An recognised that telesales would be a perfect channel to reach these potential customers, offering greater flexibility and efficiency versus relying heavily on branch offices and agents.

Ping An's business success depends heavily on the dynamic customer contacts in their telemarketing campaigns. The company recognised that it needed an advanced solution that could help it improve outbound call campaign accuracy by effectively detecting answering machines, fax machines or busy signals. In addition, to maximising agent productivity, the company was also interested in advanced call blending capabilities so that sales agents would be able to manage inbound enquiries when there is an influx of customer service calls. And, as it began to explore new contact centre technology, Ping An also wanted to reduce the costs and the complexity of integrating disparate point solutions.

“While we are increasing the number of telemarketers to grow our business, we'd like to adopt the best technology to improve the effectiveness of our telemarketing campaigns. We've done some benchmark testing to evaluate different technologies. Aspect's predictive dialling technology provides the solution we need for fast growing telesales business.”

– Manager of New Channel Business Supporting Unit, Ping An Insurance (Group)

The Solution

Ping An had evaluated different technologies and solutions to address their business challenges, eventually selecting Aspect and Shenzhen Telecom, a China Telecom company, to provide the customer service and telesales solutions. They were chosen because of the business models and technologies to meet their requirements of fast growing business and high performance telemarketing campaigns.

“With predictive dialling technology, Aspect Unified IP is making a huge impact in our contact centre. Our agents can contact prospective customers at the right time and never get an answering machine on the line. They are now more effective. Our productivity increased more than 100 percent.”

“Working with Aspect has been great because we can rely on the solutions and when we have questions, the support team always responds to our enquiries in a timely manner.”

– Manager of New Channel Business Supporting Unit, Ping An Insurance (Group)

Aspect® Unified IP® is a complete contact centre solution that combines inbound, outbound and blended multichannel contact (voice, email, the web and fax), while also delivering voice portal, recording, and quality management, and unified reporting and administration capabilities. In addition, it incorporates a robust set of core features that support contact strategies for both traditional voice and dynamic session initiation protocol (SIP)-based Voice over Internet Protocol (VoIP) platforms.

The unified solution offers advanced call routing capabilities to intelligently transfer callers to Ping An’s agents based on their skill sets and customer data gathered by back-end applications. The agents use the call blending capabilities to respond to incoming calls and customer questions on subscriptions, while also using the outbound capabilities to increase sales.

The most valuable component of the Aspect unified solution for Ping An is the predictive dialling capabilities. It allows the agents to spend more time talking with customers and prospects and less time focusing on non-productive activities.

Results

Through the company’s five contact centres with 10,000 agents managing inbound customer service calls and outbound sales and telemarketing calls, they are seeing a significant improvement in telesales productivity. With answering machine detection (AMD) accuracy of up to 95 percent, Aspect Unified IP allows agents to reach customers and prospects more effectively. As a result, agents are more adequately prepared to sell because they know when a call is connected that they will be talking to a person and not a machine.

The agents’ sales pitches particularly are more productive with the assistance of predictive dialling capabilities. By the implementation of this feature, Ping An’s agents increased their everyday customer contacts by more than 100 percent. Both the customer contact volume and overall revenue have had dramatic growth. The deployment of Aspect Unified IP provides Ping An with the great potential to deliver on the next generation of customer contact with Aspect.

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact centre and workforce optimisation applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimisation are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com/uk. Follow Aspect on Twitter at [@Aspect_Europe](https://twitter.com/Aspect_Europe). Read our blogs at <http://blogs.aspect.com/uk>.

