

# Trupanion

A leading provider of pet insurance in North America has been taking care of pet owners for over a decade by offering fair, affordable pet insurance and exceptional, compassionate customer care.



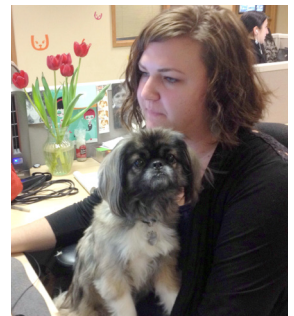
## Results

- 30 second reduction in average wait time
- Almost immediate improvement in email SLA
- Omni-channel customer service, painlessly blending inbound and outbound
- Successful forecasting of workforce staffing needs
- Cost: Benefit Ratio 1: 4.6
- Average annual benefit - \$1,388,625
- 340% Annual Return on Investment



## The Organization

Trupanion is the fastest-growing medical insurance provider in North America offering cat and dog insurance in the United States, Canada and Puerto Rico. Trupanion is dedicated to providing customers with the best pet insurance plan possible in order to help easily and safely protect their customers' pets. Trupanion's corporate culture includes an office with 250 employees and 90 dogs and cats (a 3:1 human to pet ratio).



## Motivation for Change

Trupanion experienced tremendous growth the past five years, and quickly outgrew the capacity of its contact center technology. The several disparate systems in place: email, chat, and phone systems, created significant support challenges and switching costs. However, the primary business driver behind seeking out new customer engagement technology was that Trupanion desired more business intelligence from increased reporting capabilities. They wanted to understand customer behavior, trends, and contact drivers to inform their customer experience strategies.

## The Desired Solution

Trupanion knew that they wanted a blended, multi-channel solution with skills-based and intelligent routing that could truly deliver superior omni-channel customer experiences. In addition, they were looking for workforce management software that would seamlessly integrate with the contact center. Also, with a relatively light IT department, Trupanion felt that a hosted solution would be the best fit for their company, allowing contact center managers to focus on their core competencies.

## Why Aspect

Trupanion evaluated four vendors extensively, Cisco, Interactive Intelligence, Avaya and Aspect. They ultimately selected Aspect because the solution allowed them to keep their enterprise phone system, had the most complete CRM integration interfaces, the strongest support model, and a powerhouse workforce management solution. Trupanion also appreciated that Aspect's sales team participated in visioning sessions and understood their strategy. Aspect was able to provide Trupanion with exactly what they wanted, one solution for everything from the dialers to Aspect EQ™ Quality Management™ and Aspect EQ™ Workforce Management™.

To fit with their motto: "customer preferences first" Trupanion sought to put customers in the driver's seat of how they want to interact. Only Aspect's solutions enabled Trupanion to implement a true omni-channel solution.

A hosted solution was paramount in the decision to choose Aspect. Trupanion felt that a hosted solution could best support future growth without the need to add staff or increase IT costs. At the same time, a hosted solution eliminated worry about maintaining software applications and hardware systems, since Aspect handled all of that for Trupanion.

### The Results

After implementing Aspect® Unified IP® in Aspect's hosted environment, Trupanion experienced many benefits in efficiency including the ability to better utilize skills-based routing. This is especially important because 45% of new enrollments run through the contact center. Now the contact center has visibility into who is calling and why so they are able to route them to the Trupanion team member best equipped to handle the call. Almost overnight after the go-live, Trupanion shaved 30 seconds off average wait time without adding any staff or changing schedules by leveraging skills-based routing.

Beyond multi-channel, omni-channel capabilities were a large reason that Trupanion selected Aspect. Customers can now seamlessly move from chat to a phone call and connect to the same agent enabling them to pick up an interaction on one channel and continue where they left off on another. Aspect technology has also drastically helped Trupanion improve timeliness of email responses and stay within service level goals.

Trupanion has been fortunate to experience a year over year doubling of their growth rate. And with that means hiring employees to keep up with the influx of customers. Aspect EQ™ Workforce Management™ makes it possible to successfully forecast future staffing needs and hire and staff schedules to ensure low wait times for customers.

"The role of the contact center is very integral to our business. We are a company built on a relationship with a pet owner and a common bond of keeping their pet healthy. We want all interactions to run through the contact center so that



customers can experience the heart and soul of Trupanion," said Denise Connors, VP of Customer Care at Trupanion. "Our contact center is responsible for taking care of customers through their whole life cycle: enrollment, claims handling, and policy updates. We have always achieved a high level of customer retention and we think Aspect will help us keep and improve customer retention while we continue to grow."

In addition, Trupanion uses Microsoft Dynamics CRM to house records of customers and all of the veterinarians in North America. Agents use the system to do a database lookup from incoming calls, connect it with their record in Microsoft Dynamics CRM and screen pop it back to the agent so they have all the information they need to best serve the customer. The outcome of the call is recorded and a record is written back to Dynamics, giving Trupanion incredible business intelligence around why do customers call and what pain points are they experiencing.

Before Aspect, Trupanion's contact center was 100% inbound. With Aspect, the company added outbound dialing to increase sales. Trupanion is looking forward to deepening the relationship with Aspect by adding SMS and social components to the contact center.

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### About Aspect

Aspect's fully-integrated solution unifies the three most important facets of modern customer engagement strategy: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world's most demanding contact centers and back offices seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit [www.aspect.com](http://www.aspect.com).

