



Admiral Testimonial

Leveraging user data to boost sales

Who is Admiral Group?

Admiral Group is an international insurance and financial services firm covering vehicle, home, and travel insurance, as well as personal loans and car finance. Founded in Cardiff in 1993, the company has grown rapidly over the years, with offices in the UK, Spain, Italy, France, Canada, India, and the United States. Admiral has insured over 4 million cars (more than one in every seven cars in the UK) and 1 million homes to date, and employs over 11,000 people. In order to achieve more flexible customer operations, Admiral Group required a customer experience solution that could support its growth plans with expert reporting and campaign management tools. Admiral was able to expand its international presence and respond quickly to a rapidly changing market thanks to the ConnexAI platform.



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Donna Andrews

Dialler Manager at Admiral



What does Admiral do?

Admiral is a worldwide car insurance company. We've got offices in Cardiff, Swansea, India, Canada - to name a few. We sell multiple insurance products, and our different customer departments focus on different parts of the customer journey. Our teams specialise in providing support from an inbound point of view, helping our customers at the busiest of times, and also specialise in the functions of our outbound call centre, where we chase additional business and upsell different products. We also speak to existing customers in order to try to increase the discounts that they receive based on adding extra vehicles and extra homes.

What challenges was Admiral facing before ConnexAI?

So life before ConnexAI was really tough. We didn't have any real-time reporting, everything was historic. So any problems that we faced in a day, we would always find out a day late. Since using ConnexAI, we have seen an increase in our sales, and this is simply because we can see what our agents are doing. For example, we can see how long they are on their breaks, how long their calls are, which has improved the efficiency of all our agents.

How did ConnexAI help Admiral in terms of reporting?

The ConnexAI reporting suite is probably the best that I've seen in my time. It's very quick, and it's very reactive with the real-time elements and how you're able to dig into the data. We can see how many leads we've loaded and how many leads the agents are dialling, as well as their connect rates, wrap-up rates, leads per hour etc. With ConnexAI, you are able to create what you want and what you need to see, as opposed to lots of previous platforms we used to use. We can do everything quickly, within one reporting suite. From my point of view, there is nothing worse than having to jump into multiple reports, and with ConnexAI you are able to see it quickly, download it, and manipulate it from there if you need to. In comparison to other platforms, you would always need to forward a request to get another report built, but with ConnexAI it is all at your fingertips straight away.

How has ConnexAI changed the way you manage your workforce?

With ConnexAI, we are able to multi-manage our staff working in the office and at home. Our managers are able to do what they do in an office at home, which is great from a performance standpoint. At every junction, from the stats to the real time reports, it is just really easy and really user friendly. The feedback from our agents is that it is really easy to use and really easy to train people for, which is one of the hardest things to overcome. A real positive is the ease of use, and how the agents are able to arrange their diaries, prioritise their callbacks, and also be able to edit and show their availability. Previously, we had to perform a lot of manual intervention which created a lot of administrative duties for managers or the staff, but now that is all at our agents' fingertips and they can look at it themselves.

How has ConnexAI impacted your sales?

Sales wise, we were previously a bit one dimensional because we could only take on one campaign at a time. ConnexAI has helped us to attack different areas of what we want to do as a business. Previously we would wait 3-6 months before we could get results from a campaign in terms of sales volumes, but now we have 3 or 4 different campaigns going all at once, which allows us to test campaign results quite quickly, and in turn leads us to better conversion rates not just within our department but also in the wider business.

What other benefits did ConnexAI bring to your sales team?

ConnexAI has helped improve the sales processes for the team in the way that the information is presented, as it is so simple to use and so clear. You know exactly who you are speaking to and what it is that you are looking to achieve from the call. You also know exactly what campaign you are dialling. For example, if you are speaking to a customer and they have more than one policy, ConnexAI will provide you with a visual of all the valuable information, rather than having to filter through all the information elsewhere and risking missing it.

How does ConnexAI's platform impact your agent's daily work?

Our agents seem to really enjoy ConnexAI. It's really good visually, it's easy-to-use, and it's step-by-step. There's not a lot of room to get lost when you're using it. Our advisors are also able to manage their own time effectively. They know exactly when their call-backs are and ConnexAI also breaks it down for them if there is more opportunity to sell, and as I said, that seems to help tremendously.

What does the future hold for Admiral and ConnexAI?

From a sales point of view, you always want to reward and recognise the staff that are doing well. The benefits of Gamify in ConnexAI is that it is live, it updates, and that is something that I am really keen to introduce to our processes as quickly as possible. I think that will drive conversions and sales even further. I also think that we can pick up more buying signals from the customer with ConnexAI. There are keywords that you look for in a sales pitch that some of our not-so-top performers will not pick up on. That's why we're looking forward to utilising Speech Analytics from ConnexAI, as it would be able to pinpoint those words and use them to coach our staff, which I think is a great tool to have.

Would you recommend ConnexAI to other businesses?

When you are looking from a department that looks into profit and loss, you are looking for value of money and quality, and that is what you get with ConnexAI. You get great value in terms of the costs at an agent level, there are no hidden costs either - everything is upfront - which I think is key. It is the best dialler system that I have used and I have been involved in. You get that quality product as well, so that is quite rare. I can't speak highly enough of the product and the people behind the scenes at ConnexAI as well, and how clear everything is. I recommend it to any other business.



To learn more about how ConnexAI
is helping businesses to
overhaul their customer journeys

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