

COVR FINANCIAL TECHNOLOGIES

How Covr Enhanced Customer Engagement with Cisco UC and Enhouse Interactive Call Center



About Covr

Headquartered in Boise Idaho, with offices in New York, Annapolis, and Colorado Springs, Covr is an agent of change in the rapidly evolving insurance industry. Covr takes an innovative approach that streamlines the insurance-buying experience and enables consumers to work with advisors they trust to integrate insurance protection into their overall financial plan. Covr provides personal insurance products, easily comparable rates and the ability to purchase policies within minutes from nearly twenty well-known major insurers. Covr also offers financial institutions and financial advisors an integrated turnkey solution for delivering great insurance buying experiences to their

customers under their existing brand. Covr's cutting-edge online platform is backed by comprehensive phone support for financial advisors and their customers from Covr's insurance-licensed advisors.

The Challenge

Driven by the increasing popularity of their business model, Covr was growing, both in terms of scale of operations, as well as volume of business. Their existing infrastructure was already up to capacity and they had outgrown their existing Mitel call center. As their environment evolved and became more complex, they began exploring options for a more flexible, scalable call center solution with advanced call tracking, routing, and call recording features capable of meeting this growing and ever-changing demand.

Covr evaluated solutions that would enable managers to monitor customer queues, get insight into individual and overall agent performance in real-time, and keep an eye on call traffic to ensure customers get the attention they deserve. Finding a solution that allowed Covr to leverage their existing infrastructure, enable them to start reaping the benefits quickly, and position them for future growth presented some unique challenges. Network routers and switches required upgrades to support the new call center functionality, and PoE cabling needed to be installed for new IP phones.

Covr sought out a solution provider with a local presence and a strong reputation. They heard good things from our customers about their experiences working with Cerium and they decided to give us a call. Covr was impressed with our diverse knowledge of unified communication and contact center solutions and the full range of options Cerium offers.

The Solution

Cerium consultants went to work with the Covr's implementation team led by Eric Carlson, Chief Technologist, to gain a deeper understanding of their objectives and requirements for the solution. Covr considered a range of different technology providers for powering their new call center. Cerium consultants focused on Covr's business needs rather than any specific technology and after weighing all the alternatives recommended Cisco Communication Manager and Enghouse Interactive contact center solutions to replace their aging Mitel phone system.

"We recommended the Cisco Call Manager solution because of its strength in the UC market and the Enghouse Contact Center because of its ease of management," said Chad O'Donnell, Cerium Account Manager. He went on to say, *"We believe it was the ideal combination of technologies to fit Covr's needs and budget."*

The Cisco and Enghouse combination offered Covr a cost-effective solution that could handle calls seamlessly, increase productivity, and boost agent effectiveness. It met their requirements for a highly configurable and flexible solution with features to enable their remote workforce and integration with

collaboration software such as Jabber, with the chat, screen sharing and a host of other collaboration features.

Covr was keen to get their new solution up and running as soon as possible. Working with Enghouse Interactive and the in-house Covr team, Cerium's project team, led by Michael Smith, S. Technical Project Manager, along with Pam Treischel, Senior Contact Center Specialist, and Engineers Nathan Grovhoug and Eric Dillon rose to the challenge and managed the implementation smoothly and efficiently.

Enghouse call center's intuitive interface meant that the on-site training provided by Heather Ross, Cerium's Learning Center Manager, was brief and focused. Just a couple of days of face-to-face training was all Covr call center agents needed to understand how to get the most from their new system. At the same time, Pam delivered admin training for configuring and managing their new system to their maximum advantage.

With their new system installed and configured, and their agents and supervisors trained, it was time to go live. *"Cerium implementation engineers were highly knowledgeable and easy to interact with."* Eric Carlson observed. *"And the training experience was excellent,"* he added.



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– Eric Carlson, Chief Technologist, Covr

Results

Covr's new full-featured call center combines superior call handling features with rich directory and presence information enables agents to quickly, professionally and efficiently manage customer interactions. Users are happy with the collaboration features and the smartphone functionality; particularly Covr's remote workforce, which has doubled since the implementation. Additionally, customer interactions captured by Enghouse call recording for feedback and training have helped Covr improve quality assurance and compliance obligations.

When asked about the benefits the new solution provides, Eric stated, *"The Cisco phone system solution provided by Cerium has given us the capacity and flexibility to meet the demands of our growing business and constantly changing call center requirements."*

After attending the first "go live day" for Covr's new contact center, Chad commented, "I met with all of the business leads and owners as well as many of the call takers for the contact center and IT, and everyone was excited. Our team killed it out there, the CFO and VP of Tech both said that the cut over was a success and they were pleased with the fact we were all onsite in case they needed us."

Since go live, the system has been working efficiently, and support calls to Cerium from Covr have been low. However, when support has been required, Cerium has responded efficiently and effectively.

The Cerium Difference

Cerium offers a range of contact center assessments designed to ensure your contact center is operating at peak performance, your agents are working efficiently, and your customers are satisfied with their contact center experiences. Cerium contact center assessments uncover new opportunities for revenue, reveal inefficiencies, and remove friction from your customer experience. Uncover the pain points in your contact center with a comprehensive assessment from Cerium.

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