

Financial Services

Since the mid-90s, the French banking and financial system has experienced ongoing reorganization and several large-scale mergers. Public use of banks and the dense network of branches and cash machines rank among the highest in Europe.

By definition banking is a complex activity considering the constraints imposed by new regulations for increased information and frequent contact with the customers. This bodes for a difficult equation that financial institutions have to solve to create loyalty with increasingly unpredictable customers. Customer relationship management appears to be essential and all the more sensitive as it often processes protected data, thus requiring higher security.

Insurance

For thirty years, the insurance industry has been undergoing profound changes. Among other factors such as privatization, open markets and changes in administrative regulations, the competition has changed with new players entering the insurance market. This invasion has created structural changes in patterns and practices of marketing insurance products and services. It has forced market players to develop differentiation strategies : CRM, expanded offers, loyalty programs...

In this context, the customer relationship is particularly important. Informing, offering, but also reassuring are among the fundamental services that all major insurance providers must master.

Your needs:

- Pre-sales / Sales : information requests, new account inquiries, credit sales, appointment scheduling, banking services...
- Back office: letter processing (changes of address, bank details...), credit reports...
- Ingoing and outgoing debt collection calls
- Sales : appointment scheduling

Our areas of expertise :

- Ingoing and outgoing voice
- Letter processing
- Email processing
- Internet Callback
- Chat