

CASE STUDY:

Insurance - IAG

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The Brief:

Leading national Insurance Group IAG required an efficient, user-friendly tool to increase the efficiency and productivity of both their internal staff workings and outbound customer related purposes.

The Solution:

IAG utilised the Optus/redcoal EmailSMS product to allow Incident Managers to alert Internal Technical Services personnel of system outages. Claims and Assistance staff are able to give volume update alerts as well as notifying customers as to the progress of their claims. In addition, using Optus/redcoal's advanced FTP interface, IAG was able to remind customers about policy renewals and other information regarding their services.

Benefits and Results:

Benefits are gained not only in improvement of internal processes (response time to system outages, ease of communication between staff etc.) but also valuable customer service (less inbound call to tele-operators as customers are kept apprised of status of claims, new services etc.).

The Optus/redcoal FTP interface was so successful that it is now used across multiple IAG brands including the NRMA, SGIO and SGIC.

The Optus/redcoal Difference:

Recognising the scale of the deployment and broad range of applications, Optus/redcoal solutions consultants worked closely with IAG to identify the key requirements of implementing a future proof SMS solution. Based on extensive consultation, Optus/redcoal identified the following key requirements:

Broad suite of SMS services: Due to the size of IAG as well as the range of SMS applications required, Optus/redcoal ensured IAG had access to a large number of SMS interfaces, including the capability for Optus/redcoal to rapidly respond to customisation requirements, thus allowing IAG to use a single vendor for all mobile messaging requirements.

Proactive transition support: Optus/redcoal ensured that IAG had a single point of contact to assist at all stages of the implementation cycle.

About IAG

IAG has a portfolio of general insurance businesses. It has leading and established brands across its home markets of Australia and New Zealand, a growing presence in Asia, and other specialist underwriting operations. IAG underwrites around \$7.5 billion of insurance premiums each year. The Group insures around \$990 billion worth of property and employs around 15,000 people.

About redcoal

redcoal is SingTel Optus' Australian provider of the following mobile solutions for their corporate & government and SME channels:

Mobile Messaging – Desktop SMS, APIs & custom solutions
SimPoint - Location based, field force management tools
Mobile Directory.

FOR MORE INFORMATION CONTACT YOUR OPTUS ACCOUNT MANAGER OR SPEAK TO REDCOAL DIRECTLY.



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