CloudCall

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CASE STUDY

SYNETY
SMARTER COMMUNICATIONS

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CloudCall delivers a cost-effective solution to MIAB with improved processes and better management information

MIAB
Innovators in Insurance

Background

The Medical Insurance Advisory Bureau Ltd (MIAB) is a specialist medical insurance broker, offering bespoke policies to medical professionals. In recent years, MIAB has experienced rapid growth, with the number of outbound calls it makes growing significantly to meet the increasing demand for its services.

This had a financial impact on the company. Its call costs increased and as it was in a fixed term contract with its telephony provider, it was incurring high call costs. Moreover, it was necessary for the business to retrieve management information and individual call information on a daily basis using third party software.

The Business Benefits

MIAB needed a more cost-effective solution and one that could provide real-time performance data and analytics. The company was initially interested in CloudCall as the call costs were more competitive. This, alongside the flexibility available with each user account and the ability to create comprehensive management information reports made CloudCall an attractive proposition. Key to its decision to implement CloudCall was the integration with Durell CRM, its back-office system.

A year on, MIAB reports that it has gained significant benefits from using CloudCall. The management information available in the SYNETY Portal is significantly more comprehensive than its previous software. Also, the integration of CloudCall with its Durell CRM has meant that MIAB's sales generation process has become more comprehensive. Line managers have restructured their processes, leading to increased success in lead generation and appointment bookings and this alongside the real-time dashboard, has increased staff motivation. A further benefit is the call recording functionality that provides compliance for the business and enhances its customer service capabilities.

Conclusion

Juan Cowell, Systems Manager of MIAB, said "We would be happy to recommend CloudCall to other businesses. It offers a cost-effective solution which provides a more comprehensive reporting process than anything that we have used in the past. As our company has continued to grow, adding additional users to the system has been really easy. One of the factors that has delivered is the level of support that we have received from SYNETY; their Support team are always on hand to assist."

The Challenge

Specialist Insurance Broker MIAB's rapid growth in recent years meant that the number of outbound calls made grew significantly in order to meet demand for its services. As a result, MIAB was incurring high call costs. Moreover, it was using third party software to compile management information, leading to a limited workflow.

The Solution

The integration of CloudCall with MIAB's Durell CRM has provided additional functionality, which has helped to enhance its customer service. The real-time performance analytics has provided better management information, leading to a more complete and successful sales process.

The Results

CloudCall has given MIAB a cost-effective solution and a more comprehensive reporting process. This has enabled it to lower costs and to manage its processes more effectively, leading to increased efficiency and productivity.

See how **CloudCall** can **benefit** your **business.**

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