Clal Insurance Group solved 57% of issues by a chatbot using Commbox's smart customer communication platform
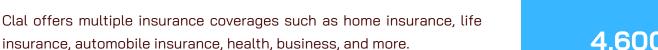
Intro

Clal Insurance & Finance Holdings is a leading Israeli insurance group. The Group owns insurance agencies, pension funds, provident funds, training funds, and credit-granting companies.

Clal offers multiple insurance coverages such as home insurance, life insurance, automobile insurance, health, business, and more.

The company has 4,600 employees and works with 2,000 insurance agents. All of this contributes to its been ranked as one of Israel's leading long-term insurance and savings groups.

The Group's new pension funds manage assets totaling NIS 56 billion for 600,000 members, and its provident funds manage NIS 33 billion (as of the end of December 2018).

4,600
Employees Worldwide

$56 Billion
Pension Managed Assets

$4.3 Billion
2020 Revenue

The Challenge

Clal's vast areas of operation in the insurance and financial sectors, demanded an effective customer service experience, to serve millions of customers.

During the outbreak of Covid-19, a lot of Clal's customers were concerned about their accounts and started calling the customer service center, causing a massive load on customer service centers. Due to lockdowns, more customers started reaching Clal through digital channels in order to receive service and information, causing more load on the support teams.

With no efficient way to manage recent year's rising increase in customer requests through digital channels, Clal understood the company's need for a technological solution that would manage effectively all the customer communication.

Before implementing CommBox, Clal couldn't handle all the requests in a timely and effective manner. Clients kept reaching out through their favorite communication channels; however, Clal couldn't respond to their requests on time and provide effective care. A change was soon needed.

Case Study - Clal

commbox

Clal- Commbox | The Solution

Moving to an omnichannel platform was the obvious solution for Clal, and their choice of CommBox was certainly the right one for their company's needs.

Clal implemented the Commbox omnichannel customer communication system and made a revolution in their customer service and customer experience. The Commbox system combined easily into The Clal's operational systems thanks to Commbox's smart integration capabilities.

Commbox now supports Clal Insurance across multiple organizational endpoints and digital channels: WhatsApp, Chat, SMS, email, social media, and more to provide fast and effective customer service.

Clal also implemented Commbox's automation features to upgrade sales and customer support teams with advanced capabilities. Today, Commbox's automation features are implemented at the employee, customer, and partner levels.

Achievements

Commbox easily integrated with all Clal operational systems including sales and customer support teams and led to a number of major achievements for the company:

- At least 57% of supported issues are handled by bots end-to-end.
- Manage social media customer communication for all the company's areas of operation.
- Implement smart communication on multiple channels: WhatsApp, Chat, SMS, e-mail, and more.
- Commbox integrated the CRM solution to Clal's systems and solved the need of using Outlook as a separate email application.
- Commbox enabled Clal with advanced automation capabilities:
  - Customer Level: Personalized financial Information.
  - Employee Level: Personalized notification system.
  - Partner Level: End-to-end lead-sale under-regulated government APIs.

About Commbox

Commbox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commbox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commbox paves the way for autonomous business communication, without losing the quintessential human touch.

Commbox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.