

The Phoenix Group implemented WhatsApp API chatbot to upgrade customer communication using Commbox

Intro

The Phoenix is a leader in Israeli multi-line insurance, asset management, and financial services. Since its establishment in 1949, the group serves a significant portion of Israeli households with a broad set of activities and solutions across businesses and client segments.

The Phoenix offers multiple insurance coverages such as home insurance, life insurance, automobile insurance, health, travel, business, and more.

In addition, the Phoenix group includes Israel's leading insurance and pension distribution arms. This includes several of Israel's leading insurance agencies, including the Shekel, Agam, and Oren Mizrach brands.

Managing over \$60 billion in assets, the Phoenix accesses Israel's vibrant and innovative economic activity through a robust investment portfolio, creating value for both clients and shareholders.



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Group Companies

\$60 Billion

Managed Assets

1.35 Billion NIS

2020 Total Profits

The Challenge

The Phoenix'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 The Phoenix'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 The Phoenix 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, The Phoenix understood the company's need for a technological solution that would manage effectively all the customer communication.

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

The Phoenix - Commbox | The Solution

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

The Phoenix 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 Phoenix's operational systems thanks to Commbox's smart integration capabilities.

After implementing Commbox, Phoenix started using Commbox's smart chat on their social channels, WhatsApp, Chat, SMS, email, and more to provide fast and effective customer service.

The Phoenix also uses Commbox's automation features to upgrade their sales and customer support teams with advanced capabilities that allow them to send copies of the insurance policies to customers, following a verification process.

Achievements

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

- Manage social media customer communication for all the company's areas of operation.
- Implement smart communication on multiple digital channels: WhatsApp, Chat, SMS, and e-mail.
- Commbox enabled Phoenix with automation and data integration capabilities.
- Improved customer experience thanks to remote document signing and smart digital services.

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.

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