



The world's leading international insurance and financial services organization – American International Group Inc (AIG) – partners with Europe's leading CRM and credit management solutions provider to boost customer satisfaction and reinforce sales, while also realizing efficiency gains.



Business Challenge

AIG operates in more than 130 countries and jurisdictions. AIG member companies serve commercial, institutional and individual customers through the most extensive worldwide property, casualty and life insurance networks of any insurer.

Going through a period of rapid expansion, AIG identified a need to review the structure and processes within its call centres in order to optimize and develop its B2C customer management. By utilizing its resources more effectively, AIG aimed to heighten CRM efficiency and provide first-class, responsive customer care.

Having teamed with other outsourcers, AIG realized the need for an outsourcing partner who would be able to combine breadth of experience with the provision of a high-quality, well-managed service.

In Hungary in April 2002, AIG and Transcom finalized a business case which outlined the following key challenges to address:

- Develop organizational skills to secure maximum customer satisfaction and profitability
- Perform in accordance with succinct desired outcomes for improved quality, organization and management
- Provide high-quality, cost-effective customer care and fulfilment solutions

Transcom's Solution

After thoroughly reviewing and analysing the current AIG system, Transcom developed a series of recommended improvements. From its state-of-the-art facility in Budapest, Transcom began to handle inbound customer care on AIG's behalf, enhancing service quality by dealing swiftly and effectively with shortcomings in AIG's existing program.



CASE STUDY: AIG

Leveraging its lengthy experience and first-class technology, Transcom has expanded and strengthened AIG's CRM activities by adding outbound telemarketing campaigns as well. Contacting prospective AIG customers and presenting them with attractive, persuasive offers to commence coverage, Transcom has succeeded in bolstering the company's customer base—and revenue.

Transcom also focused on improving the efficiency and accuracy of AIG's back office tasks. Transcom now supports AIG across all of the operational and administrative activities in this area. Specific tasks range from preparing and mailing welcome packs and post-office "checks" to sending out reminder letters to AIG's late-paying customers.

Achieved Results

The overall increase in service quality has resulted in an enormous improvement in customer relations and has strengthened AIG's image as a professional company. Transcom made it happen by consistently keeping within strict service level boundaries and striving for customer contact excellence in every single call.

At periods of peak demand, AIG can require up to five times the number of agents as usual. To deal with this, AIG and Transcom have trained and deployed a proficient, highly-motivated staff able to fulfil a wide array of customer requests—from modifying and terminating insurance policies to resolving billing queries and complaints. Transcom's ability to quickly set up skilful outbound sales teams has also proven vital. In addition, management methods were re-examined and honed. Now, thanks to its partnership with Transcom, AIG has gained the flexibility to successfully handle surges in call volume.

Transcom has also introduced a system capable of handling all means of payment, including direct debit. And Transcom continues to carry out personalized database development on AIG's behalf, contributing to AIG's ongoing success in the insurance market.

Building on past successes, Transcom has recently launched several telesales campaigns from its site in Hungary, offering different types of insurance to prospective customers in selected sponsor companies' portfolios. In doing so, Transcom aids AIG in further fortifying its customer base and top line.

Thanks to the positive results of the Hungarian operation, in early 2007 Transcom and AIG expanded their partnership to include the Baltics as well. Lacking physical offices in Estonia, Latvia or Lithuania, AIG nonetheless wished to support its customers in these markets. The insurer turned to Transcom to make it happen. Providing inbound customer care and back



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office tasks in support of AIG travel insurance, Transcom has enabled the insurer to offer its services to three different countries without incurring the heavy costs associated with breaking ground there.

In addition, Transcom teams with AIG Bank in Poland in a partnership whose roots go back to 2002. Recovering consumer loans in the early collection and amicable collection stages, Transcom handles over 78,000 cases on the bank's behalf. Transcom deals with both live and terminated loan contracts, which means that receivables can be 30 to 60 or 180 to 270 days past due. Transcom achieves strong success rates, contacting AIG Bank's debtors via an innovative combination of phone calls, letters and text messages.

In Transcom, AIG has found a CRM and credit management partner whose vast footprint, local expertise, and comprehensive language coverage have empowered the insurer to successfully operate in a variety of European high-growth markets. Pushing up service quality, efficiency, and sales while cutting out costs and ensuring payment, Transcom is a strategic asset across the spectrum of AIG's customer management activities.

Facts: AIG

- Reported total revenues of \$110 billion and a net income of \$6.2 billion for 2007
- AIG companies serve commercial, institutional and individual customers through the most extensive worldwide property-casualty and life insurance networks of any insurer
- AIG companies are leading providers of retirement services, financial services and asset management around the world
- AIG's common stock is listed on the New York Stock Exchange, as well as the stock exchanges in Ireland and Tokyo

Facts: Transcom

- Established in 1995 by the Kinnevik group
- Europe's largest geographic CRM solution provider
- The services offered include inbound and outbound customer contact, Interactive Voice Response (IVR),
- Internet services, legal services, CRM consultancy and Credit Management Services
- More than 20,000 employees in 29 countries across Europe
- Delivers services in 33 languages to over 120 major clients

