Acorn Insurance

A 100% Irish owed company dedicated to achieving excellence through advanced administration systems gain 30% efficiency improvement with Dynamics Telephony

The Challenge

Acorn Insurance use Microsoft Dynamics CRM as their Customer engagement tool. Acorn operate a large outbound call centre and have up to 70 users on the CRM system across Sales, Customer Care and Finance. Prior to implementing Dynamics Telephony, Acorn's telephony system was not integrated with Dynamics CRM, causing overhead in the customer engagement cycle and navigation between multiple systems for agents

Key Requirements

1. Seamless/invisible Integration between telephony system and our Dynamics CRM system.
2. Reduce complexity between systems to increase efficiency of sales process
3. Queue prioritisation mechanism to enable supervisors to manage workflows and contact the customer in time
4. Ability to schedule customer call-backs at the customer's convenience to support customer satisfaction.

The Implementation

Dynamics Telephony were always available to support our needs and proved very responsive to any queries and issues raised during the implementation phase and afterwards. A dedicated point of contact and escalation process (if needed) was provided from the outset and the team went out of their way to find solutions that complemented our business process on anything we raised. Additionally, Acorn's ability to contribute to the product roadmap is a significant benefit to our business, since we can influence product enhancements. Tina Concannon – Project Manager, Acorn Life

The Call Flow

How does Dynamics Telephony improve your business?

The solution absolutely meets our needs. Call handling efficiency has increased by 30% due to the integrated nature of the solution provided, the ability to schedule workload and the ease of use of the system. The implementation has further supported Acorn's customer-centricity - putting Acorn's customers at the heart of what we do. We are now able to contact our customers in a timely manner, suitable to their needs, which consequently increases sales conversion rates. Additionally, the integration with Dynamics CRM has meant that we now have MI that enables us to run our business in a more controlled manner and take proactive action in queue management. Claire Rock - Manager, Acorn Insurance

Why would you recommend Dynamics Telephony?

We have no hesitation in recommending Dynamics Telephony – the solution and the team – to any potential customers. Acorn, as customers, felt that the Dynamics Telephony team were exceptionally committed to the project. We felt very much supported and heard throughout the scoping, development and delivery of the project. Barry O'Sullivan - Head of Sales, Acorn Insurance

The Dynamics Telephony team have great customer focus and business expertise to solve any issues that may naturally arise in an integration like this. It is extremely beneficial that the Dynamics Telephony team's primary and only focus is development of a product that integrates with Dynamics CRM/365. An additional bonus for our implementation is that the Dynamics Telephony Solution is fully upgradeable – which means that we do not have to undertake further development when we upgrade our CRM system in the future. Ronan McManus - Technical Systems Engineer, Acorn Insurance