



ICMITM

WE MAKE CONTACT CENTERS BETTER

Customer Case Study: Arbella Insurance

ARBELLA PROJECT OVERVIEW

The Arbella team shares why they brought in ICMI to support their contact center's performance.

Arbella delivers a service to our customers, and it's essential to have the right technical tools in place to maintain the high standards they have come to expect from us. Our passionate employees are at the heart of delivering this service, so it's critical that they have the right technology to support them, along with leaders who are well-equipped and trained to assist our front line.

As insurance professionals delivering service through our contact centers, we recognized that as our business grew and customer needs evolved, we needed an external evaluation of our contact centers. We sought to understand our current standing and benchmark ourselves against contact centers across various industries. This provided us with a baseline to build upon and a roadmap to help us continuously improve.

“ ICMI has supported Arbella in various ways, including conducting HealthChecks of our contact centers and technology, as well as providing training for our employees and leaders. We continue to leverage their online resources, virtual sessions, and combine that with onsite events to enhance our learning. Their technical support has been comprehensive, covering everything from evaluations and RFP processes to technical implementations. ICMI has become a trusted partner and business advisor for us. ”

- Karin Martin, Assistant Vice President, Operations

BACKGROUND

Established in 1988, the Arbella Insurance Group, is an A rated company by AM Best, with more than \$1 billion in revenue and over \$2 billion in assets. Headquartered in Quincy, Massachusetts, Arbella is a customer-focused, regional property and casualty insurance company, providing commercial insurance products in Massachusetts, Connecticut, Rhode Island and New Hampshire, and personal insurance products in Massachusetts and Connecticut. Recognized as one of the Boston Business Journal's "Best Places to Work" for 16 consecutive years, Arbella is deeply committed to maintaining high levels of employee satisfaction and supporting a positive and inclusive workplace culture. Arbella attributes its success to their dedicated employees, strong agent partnerships and community focus.

HEAR FROM ARBELLA INSURANCE ASSISTANT VICE PRESIDENT, KARIN MARTIN, ABOUT HOW ICMI BECAME A STRATEGIC PARTNER IN HELPING THEM IMPROVE THEIR CUSTOMER EXPERIENCE:

ICMI has supported Arbella in multiple ways over the years, becoming an integral part of our continuous improvement efforts. Their involvement has included conducting HealthChecks of our contact centers and technology, identifying areas of improvement, and providing specialized training for both our employees and leaders. This comprehensive support has empowered us to optimize operations and elevate the quality of service we deliver to our customers.

We continue to leverage ICMI's extensive online resources, participate in their virtual sessions, and attend onsite events to stay ahead of industry trends and best practices. When we needed technical guidance, ICMI's support extended through the entire cycle, from conducting evaluations to managing the RFP process and overseeing technical implementations. They have consistently provided us with data-driven insights and actionable recommendations that have significantly enhanced our operations. Today, ICMI stands as a trusted partner and strategic business advisor.

ICMI's work in helping contact centers achieve excellence through certification and consulting has been extremely beneficial for our growth. Their team, assigned for both consulting and training engagements, has demonstrated a deep understanding of contact center dynamics, and each interaction has been led by their highly-rated consultants and their expertise and professionalism. They quickly established trust and confidence with our team, providing direction and guidance that moved us forward efficiently.

As we matured our contact center technology, programs, and training, ICMI's resources were instrumental in enabling this transformation. What impressed us the most was the consultant's commitment to truly understanding our company, values, and culture. This depth of understanding was critical in crafting a tailored plan that not only aligned with our current state but also positioned us for future success. Through their dedicated support, we've been able to implement changes that reflect who we are as a company and ensure our continued ability to exceed customer expectations.



KARIN MARTIN, ARBELLA INSURANCE, ASSISTANT VICE PRESIDENT

“The key metrics have become an integral part of our daily conversations. We use these metrics to measure system performance, individual performance, and group performance. Our collaboration with the workforce analyst is now embedded in the daily operations of our contact centers.”

KEY MILESTONES

Baseline Evaluation and Industry Benchmarking:
During the initial engagement with ICMI, it became clear that Arbella was performing at an average level compared to our peer group. ICMI’s comprehensive evaluation also provided valuable insights into how our contact centers were performing relative to industry standards, which served as a critical baseline for future improvements.

Strategic Planning for Improvement:
Using this baseline, we were able to identify specific areas of improvement and develop targeted plans to elevate our performance metrics. These plans helped us focus on key performance indicators that would have the greatest impact on our overall efficiency and service quality.

Enhanced Service Delivery and Operational Efficiency:
By implementing the improvements identified through ICMI’s evaluation, our organization has been able to significantly enhance service delivery. We’ve become more efficient in our operations, enabling us to deliver a better customer experience while optimizing resource utilization.

Improved Forecasting and Proactive Resource Management:
With the refined processes and upgraded systems in place, we are now better equipped to utilize forecasts and anticipate future needs. This proactive approach allows us to manage resources more effectively and deliver on our service promises with greater consistency and confidence.

Overall, the partnership with ICMI has not only improved our metrics but has also enabled us to achieve higher levels of operational excellence and service reliability.

ICMI is the leading industry resource for improving contact center performance.

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No matter your contact center's challenges and strategic initiatives, ICMI can partner with you to map out the best course of action. You'll gain access to over three decades of industry experience and the best minds in the business. We are 100% focused on delivering bottom-line results.

CONSULTING SOLUTIONS

Do you have a specific challenge to address or would like guidance on how to implement or optimize a process? ICMI's Consulting Solutions offer customers access to insightful guidance and a practical solution plan that can enable contact centers to improve efficiently and effectively.

BEST PRACTICES ASSESSMENTS

The Contact Center Best Practices Assessment provides customers with a holistic review and analysis of all contact center processes and systems, followed by an in-depth report and recommendations for improvement.

ICMI CONTACT CENTER SITE CERTIFICATION

The ICMI Site Certification Program is a comprehensive assessment guided by ICMI experts. It employs a mix of specialized tools, cross-industry best practices, and proven recommendations designed to deliver sustained contact center efficiency and effectiveness.

ICMI TECHNOLOGY PRACTICE

Our team of contact center technology experts are dedicated to guiding you through whatever stage you are at in the optimization of your systems. Whether it's evaluating current technology, streamlining tools and strategies, or shopping for and implementing new solutions, our Technology Practice will help you accelerate your technology roadmap.

CONTACT US TO ELEVATE YOUR ORGANIZATION'S PERFORMANCE.

[Learn more at ICMI.com/Consulting](https://www.icmi.com/Consulting)

ABOUT ICMI

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals -- from frontline agents to executives -- who wish to improve customer experiences and increase efficiencies at every level of the contact center. Since 1985, ICMI has helped more than 50,000 organizations in 167 countries through training, events, consulting, and informational resources. ICMI's experienced and dedicated team of industry insiders, trainers, and consultants are committed to helping you raise the strategic value of your contact center, optimize your operations and improve your customer service. ICMI is brought to you by Informa Tech. Learn more at www.icmi.com.

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