



Efficient Quality of Service thanks to Akio™ Mail Center

In brief :

Symphonis :

Online broker

25 000 emails/month

Stake :

**Increase contact center
productivity and Quality of
Service**

Deployment : 2006

The customer

Created in 2000, **Symphonis** is the French leader of life insurance without down payment. It is also one of the online brokers benefiting from a Bank license and with a regional network of agencies in Brest, Lille, Paris, Lyon, Marseille, and Nice.

Symphonis experts continuously follow their customers in the management of their various investments (life insurance, stocks, mutual funds, tax saving products, and so on) and provide them with reliable tools to control their investments from home.

The issues / the stakes

With its positioning resolutely turned towards the Internet, the email channel represents an important way of communication for Symphonis for both its existing and potential customers.

To manage these flows as well as possible, Symphonis benefits from a Contact Center acting as the central point for requests (customers follow up, information request, brochures, orders validation, and so on).

Commercially successful, Symphonis decided in 2005 to reinforce its quality of service and to streamline its Internet customer relationship management system by implementing a more responsive solution.

Indeed, the inbound emails growth (300 per day in 2006 compared to only 40 per day in 2004) imposed the choice of a personalized treatment to replace the current handling made by polyvalent and non-nominative consultants.

Akio™ Mail Center deployment

After examining various solutions in the marketplace, Symphonis finally chose Akio™ Mail Center, the French leader in inbound emails management solutions.

Symphonis underlined having preferred the Akio system for its **flexibility** and the **Artificial Intelligence engine**, but above all, for its capacity to fit functional needs and to develop a customized and evolutive parameterization.

In this context of improvement of the Client Relationship Management, Akio™ Mail Center is **deployed in January 2006** and **directly integrated into the application Coheris CRM**.

With this implementation, Symphonis reached a new organizational and functional dimension and was able to offer a personalized follow-up to its customers.

The platform, **operational since mid-2006**, is now used by more than **forty sales consultants**.

The benefits

Accessible directly from the Coheris CRM interface, Akio™ Mail Center allows, in particular:

- To automatically route emails to the relevant operator or specialized agent based on the customer and request type. The email analysis is realized following various criteria such as sender address, file number, content and/or object of the request, and so on,
- To analyze the requests source and to obtain a delivery acknowledgement,
- To provide numerous qualitative and quantitative statistics, enabling an optimized call center supervision and a more efficient email activity management.

Symphonis also underlines the **constant AKIO™ teams support** during the customization and deployment stages and their **capacity to customize the system while respecting specific business characteristics**.

AKIO, french CRM editor, proposes a complete and multi-channel Web contacts management solution. Akio e-Contact Center manages emails, fax, chat, web call-back and self-service.

Leader in its market, Akio counts more than 150 clients in France and in Europe, in any sector (Banking, Insurance, Health cover, Commerce, Telecom, Public Sector, Services, Industry, etc.) , among others : Agrica, ANPE, Caisse des dépôts, Cetelem, Crédit Agricole, Crédit Mutuel, Damart, Darty, Debitel, DHL, Service Public, EDF, France Télécom, France Télévisions, GDF, GMF, JM Bruneau, Mairie de Paris, Novalis, Octopus Travel, Oseo, Prévadiès, Quelle, Ratp, Skyrock, Selftrade, Sofinco, ViaMichelin, Voyages-SNCF, ...



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