Cognizant

Automated Gamification Drives CRM Adoption for Middle East Insurer

Friendly competition enables 30% reduction in response time.

When a leading Middle Eastern insurance company struggled with its lack of a formal and managed system for lead and complaints management, the insurer sought to implement Microsoft Dynamics® CRM to address the challenges.

However, managing the transition from legacy programs, as well as Excel and paper-based processes to the central CRM was a herculean task, with users resisting the change from their existing methods. Tracking CRM usage and gauging adoption issues and process bottlenecks was imperative, but the lack of a system to track and record user performance system made the problem evident and difficult to manage. Disparate systems and work-arounds using Excel continued, and resulted in data inconsistency and complicated decision-making.

The insurer needed a strategy to address adoption, and to better manage usage oversight and analysis, so the company turned to its implementation partner Cognizant for a solution.

Cognizant proposed automating user onboarding and behavior modification by leveraging gamification. The

AT A GLANCE

A major insurance company based in the Middle East sought to improve the way it interacts with its customers. Cognizant implemented Microsoft Dynamics® CRM and utilized gamification techniques to encourage user adoption, and developed a comprehensive rules engine to analyze user activity and drive friendly competition.

Outcomes:

- Improved personnel efficiency and effectiveness by 25%.
- Automated assignment and lifecycle tracking of over 3,000 opportunities per quarter.
- Complete automation of reading, assigning and managing more than 2,000 inquiries daily, including leads, emails and customer complaints.
- Reduced response time for all inquiries by 30%.
- Reduced lead capture, assignment and tracking cycles and other key business processes by 99%.

approach used incentives and peer support to drive usage, and called for making CRM available on virtually all devices including desktops, laptops, tablets and other devices.

Successful adoption is key to driving efficiency up 25%

Cognizant developed a rules engine with configurable settings to define simple and complex scenarios of use in the CRM. These scenarios are designed to reward users for proper use of the system, like completing activities and performing a string of tasks in proper order.

Points are automatically assigned to users when they complete the scenarios as outlined in the rules engine. Configurable parameters and data collection routines automated the collecting, tracking and display of data on dashboards spanning mobile and desktop devices.

The rules engine is more intelligent than simply assigning points. Cognizant's solution, built on Dynamics CRM and HTML5, also monitors the performance of all users and compares users to their peers, while sending communications to users based on activity and updating dashboards.

Further, the system analyzes user behavior to ensure that users are using the CRM system, and not just playing the game. Cognizant developed routines that identify if a single task is repeated by a user outside of normal use in order to just earn points, and will reduce the benefits associated with that task for that user.

The friendly competition driven by the points and ranking features has motivated users to adopt the CRM quickly. Cognizant's approach ensured the

insurance company's users were on-boarded and using CRM within four weeks, much faster than the typical three to eight months to achieve complete user adoption.

With widespread user adoption across all branches and all business units, the insurer has been able to phase out all of its old systems and shift the complete workload to CRM, enabling transparent, quick and accurate business goals tracking and management.

With its users squarely onboard, the insurance company benefits from automation within the CRM as well, with the system reading, assigning and managing more than 2,000 leads, emails and customer complaints daily, and tracking 3,000 opportunities each quarter.

Adoption of the system, driven by the game, has resulted in a 30% reduction in turnaround time for all inquiries, and a 99% time reduction in lead capture, assignment and tracking cycles and other key business processes.

The game and its real-time dashboards have enabled these results by driving competitive behavior among users, resulting in strong adoption and an ability for management to keep a close track of usage progress across personnel, units, and geographies. Personnel efficiency and effectiveness has improved by 25% through the swift adoption of the new CRM, promoting the company's ability to handle increased volume without increasing staff, while enabling quick responses to customers, improving customer satisfaction.

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ABOUT COGNIZANT

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 100 development and delivery centers worldwide and approximately 233,000 employees as of March 31, 2016, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

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