



Improving Customer Experience: How Turaco Insurance Leveraged HoduSoft's Omni-Channel Communication Solutions

Organization Overview

Turaco Insurance is a micro-insurance company based in Nairobi, Kenya that specializes in providing simple and affordable health and life insurance policies to low-income earners. The company was established in 2018 with the goal of revolutionizing healthcare financing in emerging markets.

Turaco operates across multiple countries including Kenya, Uganda, Nigeria, and the United States. The company aims to make insurance accessible to individuals who may not have previously had the means to afford it. To achieve this, Turaco partners with leading businesses in Kenya and Uganda, who act as distributors for their products. This allows the company to reach a wider audience and provide insurance to those who may not have been able to access it otherwise.

Challenges



An unorganized multiple-channel communication system

Turaco Insurance faced challenges with its multichannel communication system which negatively impacted the overall customer experience.

The company struggled to provide a seamless and consistent communication experience across all channels, leading to confusion and frustration for customers.



Unclear pricing

Turaco Insurance had a history of pricing its products based on critical add-on features, which resulted in a bitter experience for customers.

Customers were often confused and uncertain about the true cost of a product, leading to dissatisfaction and mistrust.



Adoption issues

Employees and agents of Turaco Insurance experienced a lack of control over key features, leading to multiple operational gaps.

This resulted in difficulties in implementing new processes and procedures, causing delays and inefficiencies in the company's operations.

Solutions

Turaco Insurance partnered with HoduSoft after a thorough evaluation process for its customized contact center software. The company utilized HoduSoft's diverse features and products to achieve the desired results.



Customizable product

HoduSoft provided Turaco Insurance with full-fledged contact center software that included all essential features such as an IVR system, call recording, and survey module (agent & IVR). This allowed Turaco Insurance to tailor the software to their specific needs and requirements, providing a more personalized and effective customer service experience.



Omnichannel communication

HoduSoft's product integrates multiple communication channels into a unified platform, providing an omnichannel experience for customers. This allows Turaco Insurance to cater to the needs of customers across different channels, such as phone, email, and social media, providing a seamless and consistent communication experience.

Integrating multiple communication channels into one platform also helps reduce the complexity of communication and increases the efficiency of the customer service process.

Benefits of Collaboration with HoduSoft

Here are some of the key areas in which HoduSoft has made a positive impact:



Reducing Claim Settlement Time

One of the main goals of the collaboration between HoduSoft and Turaco Insurance was to reduce the time it takes to settle claims. By providing sales and customer support through the use of HoduCC, the team was able to streamline the process and ensure that claims were settled as quickly and efficiently as possible.



Implementing Integrated Marketing Campaigns

Another key area of focus for the collaboration was the implementation of integrated marketing campaigns. By working closely with the Turaco Insurance team, HoduSoft was able to develop and execute campaigns that were tailored to the specific needs and goals of the company. These campaigns were successful in achieving higher customer engagement and reaching a wider market.



Fair and Predictive Pricing

Finally, the collaboration between HoduSoft and Turaco Insurance also focused on providing fair and transparent pricing for the company's customers. Through the use of predictive cost impacts and reports, the team was able to ensure that pricing was fair and in line with market trends. This helped to build trust and confidence among Turaco Insurance's customers, which ultimately contributed to the company's overall success.

Conclusion

Turaco Insurance overcame the challenges faced in its customer service and communication systems with the help of HoduSoft's products. The company was able to reduce claim settlement time, improve customer engagement and reach, and provide a fair and transparent pricing system. The implementation of HoduSoft's contact center software has helped Turaco Insurance to improve its overall customer experience and reach out to a wider target audience. With the support of HoduSoft's team, Turaco Insurance has achieved their desired results and improved their overall business performance.

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