



Learn how Río Uruguay Seguros will become a "customer-focused" company

Industria: Seguros

Location: Concepción del Uruguay, Entre Ríos, Argentina

Website: www.riouruguay.com.ar



About RUS

For 60 years, Río Uruguay Seguros has provided an excellent service in multiple branches of insurance, covering the entire country through its own 25 branches and 5,000 brokers. Constituted as a cooperative and certified in ISO9001, it occupies the 26th position in the general ranking of insurers in Argentina. Its challenge was to improve its digital transformation to position itself as a pioneer in achieving customer satisfaction.

Context

Andrés Fiorotto – RUS - Digital Transformation Coordinator: The insurance market has been changing with disruptive solutions (insurtechs), on-demand products and an increasingly digital audience.

We had loose initiatives, digital campaigns, call centers, applications, but a "connector" was needed to unite all this.

GrowIT comes as a partner to implement the CRM strategy and we knew that a CRM was the integrative solution and Sugar the chosen platform after analyzing many other offers.

The big challenge was to face the cultural change that had to take place in the company so that all initiatives (bots, shifts, apps, portals, processes) converge towards CRM.

Juan Pablo Núñez – RUS - CRM y CX Responsible: We saw that Sugar could support the call center and allow all users to have access to the same information. And also allow us to face the challenges caused by the global pandemic as we are all working in a unified way, and knowing the interactions of each client, their requests, contacts and responses in any of the branches or digital channels available.

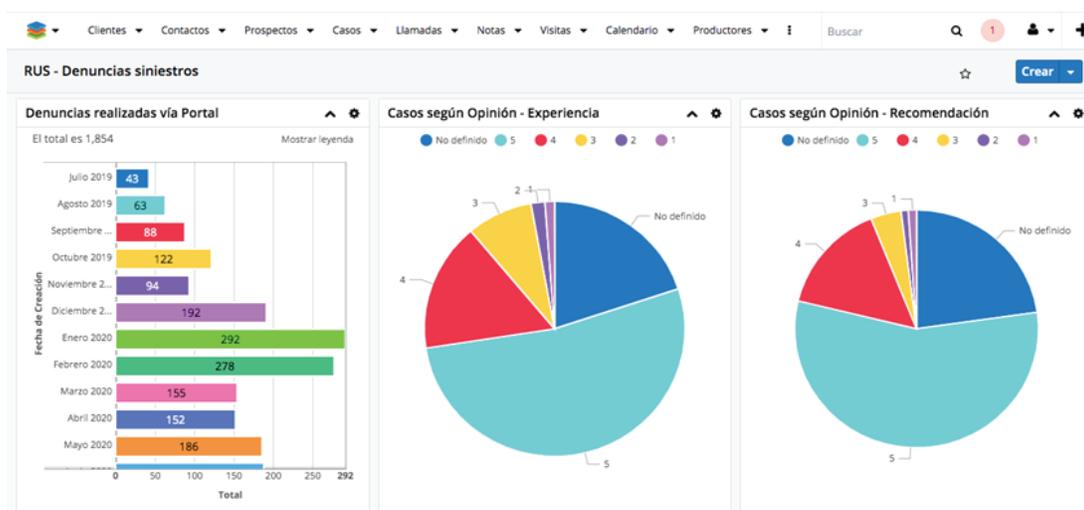
Improving Customer Service

Claudia Sosa – GrowIT – Project RUS Director: The implementation took place in December 2018 in the call center, Central House and 2 branches. During 2019 the rollout was carried out in the rest of the branches and the learning was continuous. Today Sugar is a mature, stable and scalable solution, involving more than 300 users, integrated with AI bots, portals, developers, Acoustic (Marketing Automation) and digital advertising campaigns.

Today, 40,000 cases per month are served on average, under a process orchestrated by SugarBPM, with diverse origins, such as email, telephone, WhatsApp, Apps, forms, etc.



It is possible to determine the reason and average response time of each request, as well as whether the person contacted is the insured, a relative or the consulting producer. And a survey type NPS is made for certain interactions, such as reporting of an accident.



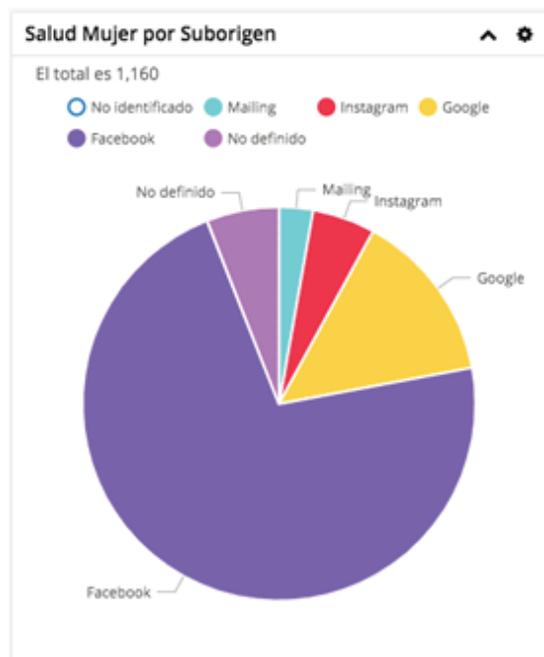
Juan Pablo: The process for Customer Service proposed by GrowIT at the beginning of the project was successful and we were incorporating changes in usability to make it increasingly efficient and easy to use.

From Advertising to Sale

From the beginning of the project, it was determined that the forecast would be reflected in Sugar, from the moment a lead is captured until the sale process is completed.

For this, the campaigns were integrated into Google and other social networks, through Acoustic Campaign which is a Marketing Automation solution from which email marketing campaigns are also generated, fully bi-directionally integrated with Sugar.

The prospects arrive at Sugar and are dynamically attended by the sales units, being able to provide traceability and establish the ROI of each campaign, all under SugarBPM.



Juan Pablo: We could never close a circuit. Now we can find out if a campaign has been successful or not, knowing your sales conversion. While campaigning began for direct sales, today Uruguay River begins to take this solid foundation and are creating new business initiatives as cross-selling and selling via sponsors. We realize the value of having this orchestrated process and the facilities that Sugar offers us thanks to its flexibility.

Andrés: Cultural change is key to this transformation and we use the U-RUS, corporate university of Rio Uruguay Seguros, dedicated to educate and transform our views and knowledge holistically. Our goal is to integrate everything and Sugar is at the center of this strategy.