

Insurance



Amica slashes customer response time—from days or hours to minutes—using TeleNav GPS Navigator



BENEFITS OF TELENAV

- **Increased customer satisfaction**
Customers are relieved to quickly get their lives back to normal. They also aren't hassled with having to provide directions or waste time waiting for representatives.
- **Increased productivity**
Adjusters and appraisers spend less time figuring out their routes with paper and online maps and more time dealing with claims.
- **Cost savings**
Increased staff efficiency means less reliance on independent adjusters. These savings alone helped justify the annual costs of the cell phone GPS solution.
- **Improved employee morale and safety**
Staff can use TeleNav in their business or personal lives and enjoy benefits from the functionality.

CHALLENGE

On any ordinary day, claims adjusters and appraisers juggle four to six site visits. These professionals sometimes spend significant time finding directions to different locations—time that could be more effectively put toward customer service.

"Because customer service is the foundation Amica has built its reputation on, we are focused on responding promptly to reported claims, and meeting with the insured or claimant as quickly as possible," Brown says of the evolution toward adopting TeleNav GPS Navigator. "We have been focused on efforts to improve efficiency through technology," says Brown. Amica considered the option of standalone GPS units, but the technology was cost-prohibitive and presented yet another device to carry.

SOLUTION

Amica chose TeleNav GPS Navigator because the solution worked in conjunction with their user-supplied mobile devices. Wireless devices were already being examined for deployment, as the immediate access to e-mail, contacts and calendar were all critical to their remote staff. Surprisingly, according to Brown, GPS was the second most requested tool in a poll conducted of the Amica road staff. In addition to the faster potential ROI of the TeleNav handheld GPS solution over in-car navigation systems, maps and points of interest data are automatically and frequently updated by TeleNav. Thus, users benefit from the most current data without having to do manual updates.

SITUATION

Amica Mutual Insurance Company provides auto, home and life insurance to more than 650,000 households across the U.S. Amica is an industry leader in customer retention, with over 3,000 employees and 41 branch offices responding to nearly 300,000 accidents and property loss incidents every year. "Our job is to ensure that the lives of our clients return to normal as soon as possible," explains Larry Brown, Sr. Systems Engineer in the Claims Executive department.

"I have run across very few technologies that have such a triple benefit—more satisfied customers, cost savings and happier employees."

- Larry Brown, Sr. Systems Engineer

RESULTS

"This is an investment that benefits Amica in many different areas," explains Brown. First, Amica is able to better serve their customers by finding locations to assess damages much faster, decreasing the potential for further damage from a long wait time. "TeleNav is instrumental in helping us achieve that goal," adds Brown.

Secondly, with TeleNav, adjusters are now able to respond immediately to assignments. "There have already been instances where we have been able to measure response time in minutes as opposed to hours or days," says Brown. Amica is also hoping to be able to decrease its reliance on independent claim adjusters, with the resulting savings easily justifying the annual subscription to TeleNav. "We have received some rave reviews from the field," states Brown. "One staff member recently said that he feels he is twice as productive with TeleNav."

How can we help your business?

For a free consultation contact us.

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