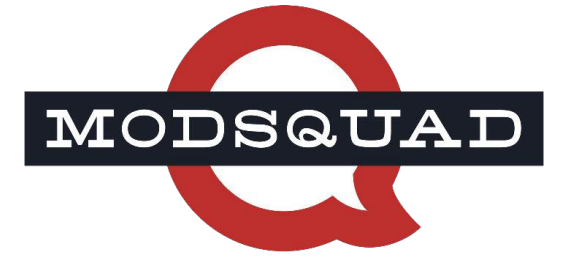




ModSquad Customer Support: The Ultimate Insurance Policy

A ModSquad Case Study: Insurance Software Company



By the Numbers

93.5%

Average Satisfaction Rate

66%

Increase in Calls Supported

24/7

Expanded 24/7 Support

Insurance Software Company Seeks Premium Coverage

After years of offering their customers an outsourced call center, this insurance software company upgraded its call center to ModSquad. ModSquad offered what had been missing from their current provider: modern technology, custom staffing, rapid scaling, a distributed workforce, and seasoned professionals. With its proprietary software and prominent industry standing, the company prefers to remain private. Yet they're still eager to share their story.

Service Provided

Customer Support




Upgrading From a Call Center to ModSquad

Finding the Right Partner to Support Flagship Insurance Software

For decades, this insurance software company has led the industry it helped to create: helping insurance agencies and brokerages run their businesses. Today, more than 170,000 users rely on the company's cloud-based software to run their agencies.

For years, their clients' 24/7 service was outsourced to a traditional call center. They were generally satisfied with the service they received, but recognized the need to upgrade because the call center could not meet demand at critical times. In 2018, they began an exhaustive search for a new partner and upgraded to ModSquad.

A decorative graphic consisting of two white slanted parallel lines on a dark blue background.

*ModSquad is a team player and
has our best interest at heart, no
matter what.*

— Support Manager

Modern Technology


Replaced 500 Physical Phone Lines With One Piece of Software

Phone support remains a vital customer service channel, even for a software company. And while phone support is far from dead, using landlines sure is. In this case, ModSquad's recommended solution, Talkdesk, was the perfect replacement. It enables on-demand provisioning, scalability, and higher productivity.

It's one thing to identify the best solution for a client; successfully implementing it is something else. Migrating 500 phone lines to Talkdesk required technical expertise and detail-oriented project management. But working with the former call center required something more: people skills. ModSquad delivered on all counts.

"It was a full rollout, and the whole transition was very smooth thanks to ModSquad, despite the complexities that were involved," recalls the company's Senior Vice President of Customer Support. The company's Support Manager agrees. "That was no easy task. ModSquad's account manager did that beautifully. He kept track of every one of the moving parts and made sure it went well. He did an outstanding job."

Five Key Improvements



I look at ModSquad as an extension of our company. As far as our customers are concerned, it is us providing the support. I'm very happy with the service and the representation that ModSquad has given us, and I'm confident about what the future brings.

— Senior Vice President of Customer Support

Custom Staffing

Consistent, Cost-Effective Coverage, Even During Spikes

The call volume for their clients is fairly predictable during business hours. But spikes can happen at any time, often in the evenings and on weekends. With a traditional call center, you either pay to keep agents on standby or let the calls back up when unexpected spikes occur.

ModSquad customized support coverage to match the exact needs of this client as efficiently and cost-effectively as possible. Unlike call centers, ModSquad takes a more flexible approach:

Dedicated Mods are agents dedicated to a single project on an hourly basis. Shifts don't need to be a full eight hours, enabling clients to get exactly the coverage needed.


Shared Mods are agents that work on multiple projects at once. They continually scan the support queues and respond quickly. This allows clients to staff slow times without paying for idle agents.

In this case, optimal coverage required a **blended model** that mixed dedicated and shared Mods to cover peak and off-peak times. The customers get prompt help whenever they need it, but costly agents aren't sitting around waiting for the phone to ring.

The company's Support Director says that this flexibility is key. "The blended resources model is extremely valuable for us, given the way our clients run their businesses. We really like the ability to ramp up when there are spikes, and there are often spikes over the weekends and after hours."

This flexible coverage allowed the company to offer 24/7 support. And that led to a 66% increase in support requests from January 2019 (6,673) to December 2019 (11,078), which ModSquad easily handled.





The model of having Mods work from home is a real bonus for our organization. If we had a widespread, Coronavirus-type outbreak with our former vendor, their call center would be at risk and we could have been in real trouble. With ModSquad, the team is ready to handle any event.

— Director, Support

A black and white photograph of a man with glasses and a beard, wearing a light-colored button-down shirt, talking on a mobile phone. He is holding the phone to his ear with his right hand. The background is blurred, showing vertical stripes of red, white, and blue.

Rapid Scaling

The Ability to Ramp Up Quickly Means Better Disaster Response

When natural disasters occur, forget spikes — insurance agencies get *slammed*. In 2017, when Hurricane Harvey flooded Houston, the company quickly realized that their existing call center couldn't scale to meet the increased demand.

With a network of more than 10,000 agents (or “Mods”) that can be tapped for support, the company now has the ability to ramp up quickly and efficiently, no matter what. “With holidays and other peak times, ModSquad has worked out very well,” reports the Senior Vice President of Customer Support.

Even during 2019 when the company's support calls increased, ModSquad rose to the challenge and kept wait times to well under a minute. “I'm really impressed with ModSquad's responsiveness whenever we need anything,” adds the Support Director. “They're very proactive as far as staffing for upcoming holidays and possible increased call spikes. We find them to be a very valuable partner.”



A Distributed Workforce

ModSquad's Remote Model Is the Best Insurance Policy

While ModSquad has multiple operations centers, most projects are staffed by Mods who work from home, in locations around the globe. ModSquad has been perfecting this remote model since 2007. So unlike a traditional call center, there is no single point of failure. For his part, the Support Director appreciates the value of this distributed model. “Having Mods work from home is a real bonus for our organization. If we had a widespread, Coronavirus-type outbreak with our former vendor, their call center would be at risk and we could have been in real trouble. With ModSquad, the team is ready to handle any event.”



I'm really impressed with ModSquad's responsiveness whenever we need anything. They're very proactive as far as staffing for upcoming holidays and possible increased call spikes. We find them to be a very valuable partner."

— Director, Support

Seasoned Professionals

Not Your Typical Call Center Agents

Making up those teams are the single most important ingredient to ModSquad's success: the Mods. They're not your standard call center employees. The Mods are customer service professionals who appreciate the ability to have a flexible schedule and work from home. They're experienced, analytical, and passionate about what they do. Customers see the difference. "Because the quality of support the Mods provide is higher, usage of the service is increasing and satisfaction levels are greater," says the Senior Vice President of Customer Support. Internal quality checks have an average satisfaction rate of more than 93.5% year to date in 2020.

The company sees other improvements as well. Detailed analytics and clear communication are standard operating procedure for ModSquad. The Support Director appreciates the upgrade. "I really like the improved reporting, which lets us see how things are going."



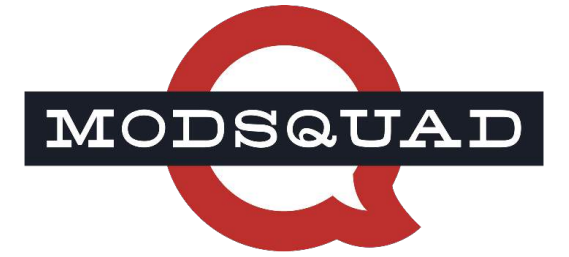
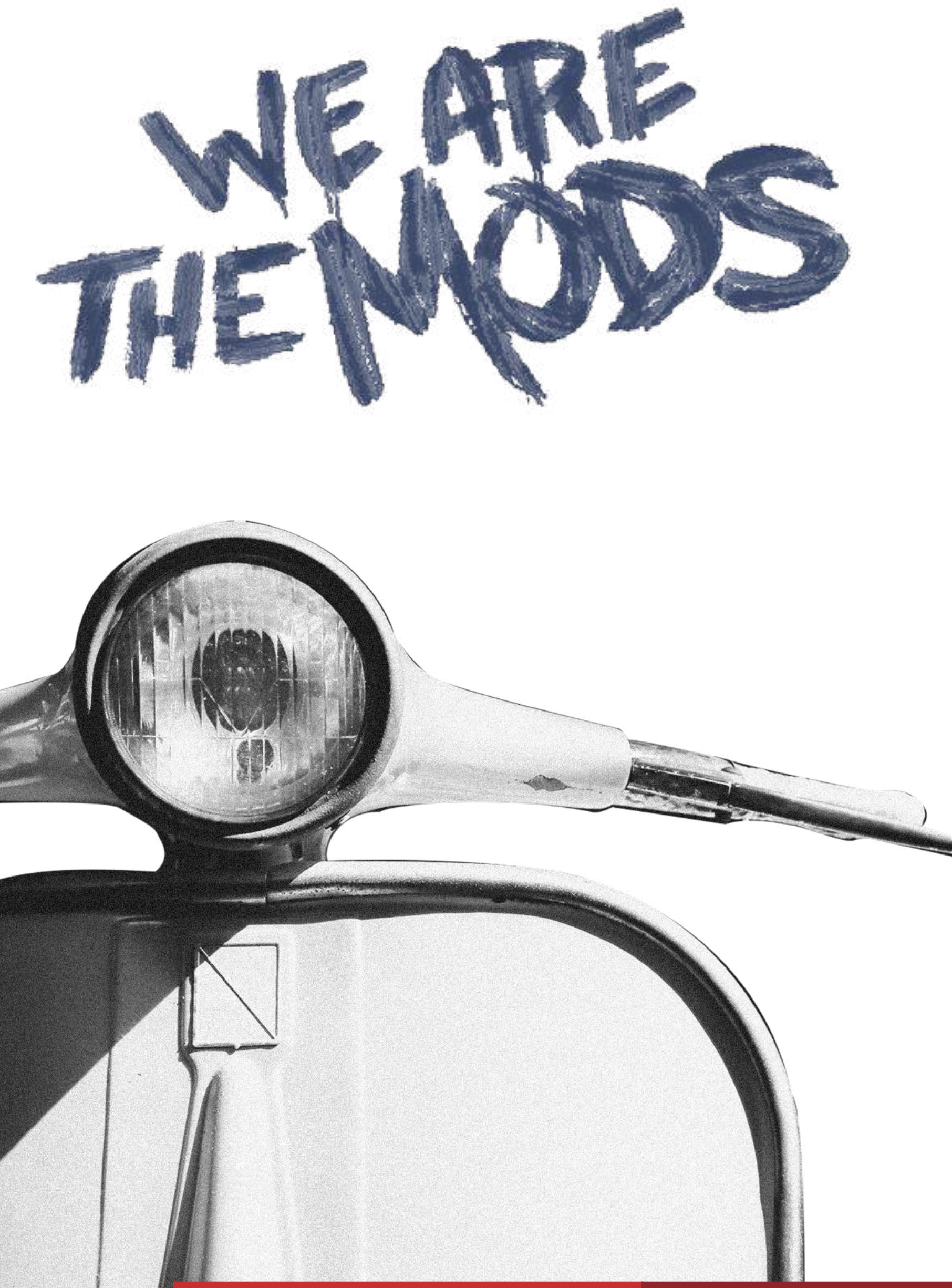


ModSquad Is Part of the Team

So how does ModSquad stack up to the traditional call center? It's "night and day," says the company's Support Manager. "ModSquad is a team player and has our best interest at heart, no matter what."

The Senior Vice President of Customer Support is equally delighted with how invested ModSquad is in his company's success. "I look at ModSquad as an extension of our

company," he says. "As far as our customers are concerned, it is us providing the support. I'm very happy with the service and the representation that ModSquad has given us, and I'm confident about what the future brings."



About ModSquad

ModSquad is a global provider of on-demand digital engagement services, known as ModSourcing: outsourcing *modernized*. Our experienced professionals engage your customers and communities on a personal level across online, mobile, e-commerce, in-game, application, and social media channels.

ModSquad offers expert service in customer support, moderation, social, and community. We've strategized, designed, and delivered digital initiatives for clients in more than 70 countries, with the capacity to respond in 50+ languages and dialects. We are the Mods!

855-818-Mods

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