Top 5 Global Insurance Company Finds More Answers

CUSTOMER STORY #1033

SecureLogix®

Call Branding | Spoofing Protection | Number Management

BACKGROUND

Overview

SecureLogix is a trusted call security and trust solutions provider for one of the largest global providers of insurance and other employee benefit programs, servicing nearly 100 million customers across 50+ countries.

This leading global insurance company originally turned to SecureLogix in 2018 to help secure their critical voice resources and communications against unwanted inbound calls and voice attacks (TDoS, robocalls, fraud, spam, etc.). The company deployed the SecureLogix Call Defense System across all lines of business, securing up to 3,500 concurrent call sessions.

In 2022, leadership from the insurance company's voice infrastructure group shared that several lines-of-business were reporting serious issues surrounding the company's outbound calls. Chiefly among their concerns, many calls to customers were going unanswered and calls from the company's phone numbers were often labeled as fraud / spam due to the frequent spoofing of those calling numbers.

Summary

- Global diversified insurance company success story
- SecureLogix voice security customer since 2018
- Wanted to address additional pain points in outbound calling
- Deployed call branding and spoofing protection services in 2022
- Full branding service covering 95% of wireless customers turned on in 15 days
- After 2 months, call answer rates increased 44.6%, resulting in 60,000 additional customer interactions/month
- $285,233 in additional economic value for a 268% ROI

PAIN POINTS

Global Insurance Company

The company detailed how low answer rates of calls to policy holders were negatively impacting corporate operations, costs, and reputation. General industry averages report that around 87% of unidentified calls U.S.-wide go unanswered. The insurance company confirmed that they were having similar difficulty in getting customers to answer their calls, and the time and cost to resolve policy claims and complete other policy coverage transactions had dramatically risen as a result.

The company highlighted one specific answer rate use case among many in its disability line-of-business. Customers want and need disability payments to begin as soon as possible following an accident The insurance company requires a series of phone conversations as part of a process to document and initialize payments. However, customers often wouldn't recognize and answer calls from the insurance company agents, thereby substantially delaying the emergency payments process.

Equally important to the insurance company was the timely adjustment or ceasing of payments once the injured customers had recovered and returned to work. This process also involves a phone interview and questionnaire with the policy holder, if and when the agents can successfully reach the policy holder by phone. Delays in this process are again very costly and disruptive. The insurance company also shared many examples of customers calling to report unusual calls seemingly from the insurance company asking for personal customer security information. These documented fraud attempts where attackers had spoofed the company's legitimate outbound calling numbers not only threatened customer accounts, but also illustrated why legitimate calls by the insurance agents from the same corporate number were now being labeled as potential fraud by the fraud monitoring agencies. The company estimated they were receiving 5-10 calls per week from customers complaining that calls from the insurance company came with fraud / spam labels attached.

Apart from customer service and support issues, use cases from other lines of business illustrated the impact low call answer rates were having on business operations and revenue growth. Primary among them were the declining results in up-sell policy, renewal, and new policy sales campaigns. Sales conversion numbers showed that company representatives had maintained the same success levels in closing business once they were able to connect with new and existing policy holders by phone. But the number of daily connections and interactions company agents were able to have with customers and prospects had declined due to the overall loss of trust by the public in answering calls from unidentified numbers, not to mention any calls from the company that were being mislabeled as fraud/spam due to previous spoofing attacks.

Outbound Pain Points

Company was having trouble getting customers to answer the phone.

Customers were receiving calls from spoofed numbers posing as the company.

Legitimate company calls were now getting labeled as fraud / spam.

Low call answer rates were having a negative impact on business operations and revenue.

Deployment Numbers

15
days to full deployment

37K
corporate numbers with full call branding

5K
corporate mobile devices with full call branding

95%
percent of US wireless customers covered by branding service (AT&T, T-Mobile, Verizon)

Network Coverage

AT&T

T-Mobile

verizon

Identified Solution & Deployment

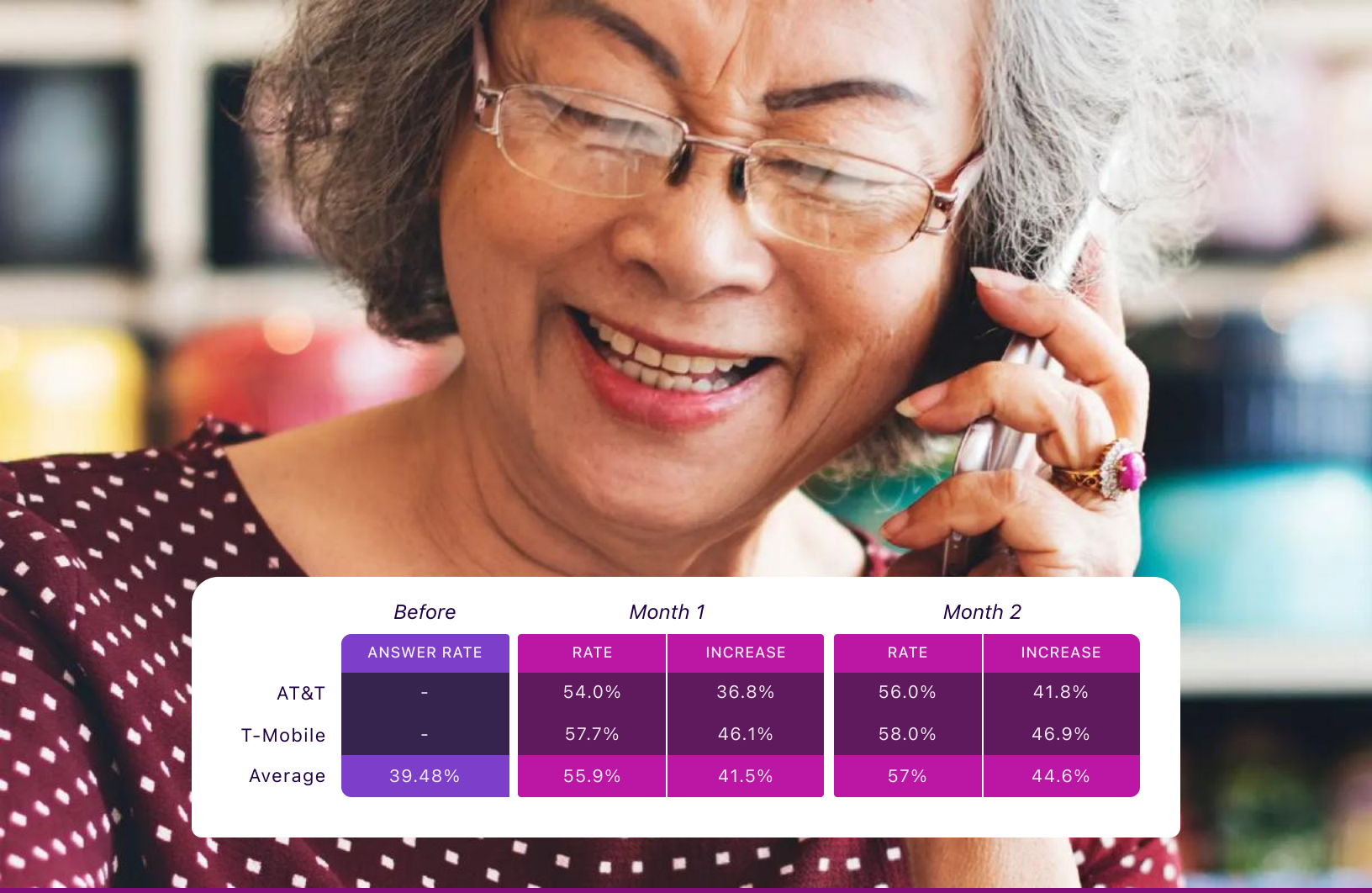
The insurance company was eager to deploy and move quickly. SecureLogix was able to turn on and deliver full call branding services just 15 business days following contract signature for all 37,000 corporate phone numbers, 5,000 of which are corporate wireless devices. This included call branding coverage across all major service providers (AT&T, T-Mobile and Verizon) representing 95% of wireless customers.

SecureLogix is uniquely positioned to deliver fast and unified call branding results with a single contracting handshake. SecureLogix provides clients with a single contracting relationship through its consolidated stack of resellers agreements and API technology integrations that simplifies call branding coverage across all major voice carriers and their associated data analytics vendors.

Though they had not planned and budgeted for a purchase in 2022, project sponsors inside the voice infrastructure team advocated that call branding and spoofing protection services were cost reduction initiatives backed by immediate hard-dollar payback and ROI. Ultimately the company purchased to cover all outbound calls across all lines-of-business to measure the full potential business impact of increased call answer rates.

SecureLogix and its service provider channel partners quickly analyzed the insurance company's outbound call volumes to develop a single contract proposal covering calls to 95% of wireless devices and providers. Rigorous pre-and-post-deployment data gathering and reporting was equally important to establish the high confidence answer rate baselines across all calling numbers needed to build true, hard-dollar ROI figures post deployment. This required fast and accurate coordination by SecureLogix to resolve and unify corporate calling number lists, answer rates, and other call data across the three major service providers and call analytics vendors.

In addition to call branding, the insurance company purchased spoofing protection for calls to AT&T wireless devices in late 2022 as a pilot prior to extending spoofing protection services to Verizon and T-Mobile devices in early 2023.



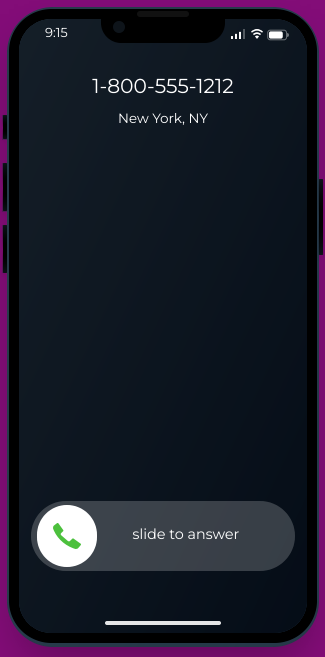
	Before	Month 1		Month 2	
	ANSWER RATE	RATE	INCREASE	RATE	INCREASE
AT&T	-	54.0%	36.8%	56.0%	41.8%
T-Mobile	-	57.7%	46.1%	58.0%	46.9%
Average	39.48%	55.9%	41.5%	57%	44.6%

PERFORMANCE

The pre-deployment baseline showed a 39.48% call answer rate prior to initiating call branding services. The ability to deliver this unified, pre-deployment call answer rate report is unique to SecureLogix and critical to sound project payback / ROI measurement.

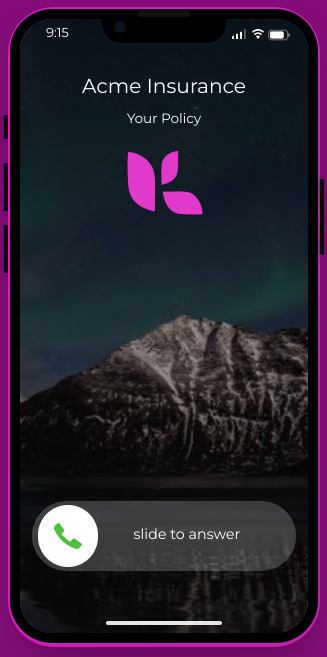
After branding services were turned on, the SecureLogix services team immediately began to see and document a dramatic increase in the insurance company's outbound call answer rates. As seen in the table above, average call answer rates increased to 57% by the end of the second month of branding services, representing a 44.5% overall increase in call answer rates.

BEFORE



39.5% *answer rate*

AFTER



57% *answer rate*

SecureLogix®

BUSINESS IMPACT & ROI

Global Insurance Company

60K + Additional Customer Interactions

285K + Added $ Value

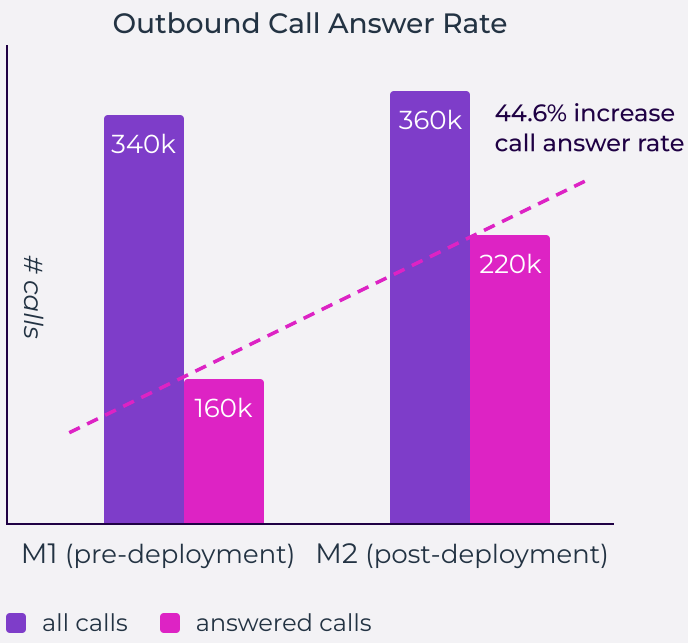
268% Monthly ROI

An internal analysis showed the call answer rate increases resulted in 60,049 more customer interactions per month compared to their pre-branding numbers. The company conservatively placed an economic value of $285,233 on the 60,000 additional customer transactions, resulting in a 268% monthly ROI.

Additionally, the 5-10 calls per week from customers reporting that calls from the company were being labeled as fraud or spam ceased following deployment of the SecureLogix spoofing prevention services. Company officials now report that they are receiving calls from appreciative customers mentioning that calls now have the company trusted name/label attached.

Senior leadership recognized that the project was an immediate success with strong ROI, and highlighted the project team for their contributions and great work on several occasions, including profiling the team and the results in the company president's quarterly corporate newsletter. Heads of all of the company's lines-of-business communicated substantial benefits resulting from the increased call answer rates. Further, the call branding and spoofing project sponsor and her team were asked by the president to present the call answer rate results at the company's bi-annual all-hands town hall meeting, after which she and her team received a company-wide standing ovation.

Customer Results: 268% Monthly ROI



Financial Impact

Increase in answer rate	44.6%
Additional customer interactions	60,049
Value of increased answer rate	$285,233
Total ROI (2 months)	**268%**

FULL CALL SECURITY & TRUST

SecureLogix is the only vendor providing a single, unified solution set for the full range of voice security and call trust issues threatening the enterprise, from Telephony Denial of Service attacks, to contact center fraud, robocalls, vishing scams, malicious calls, voice spam, and call spoofing.

Industry leading SecureLogix is solely dedicated corporate-wide to solving call security and trust issues for the enterprise, and has been a trusted partner helping clients navigate the ever-evolving call security and trust risk landscape for over 20 years.

Security **Authentication** **Trust**

- Call Security & Network Protection
- Inbound Call Authentication
- Outbound Call Branding & Spoofing Protection

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