

A unified source for managing customer insights and communications


Acorn Insurance use Microsoft Dynamics 365 as their Customer engagement tool. The company operates a large outbound call center and has up to 70 users on the CRM system across its Sales, Customer Care, and Finance departments. Prior to implementing Dynamics Telephony, Acorn's telephony system was not integrated with Dynamics 365, causing overhead in the

customer engagement cycle and navigation between multiple systems for agents. With the implementation of Dynamics Telephony, call handling efficiency has increased by 30%.



AT A GLANCE

Customer: Acorn Insurance	Country: Ireland
Website: https://www.acorninsurance.ie	Industry: Insurance
Customer Size: Medium (50 - 999 employees)	Products and Services: Dynamics 365



Dynamics Telephony, Acorn Insurance, & Dynamics 365

Customer Challenges

Prior to implementing Dynamics Telephony, Acorn's management realized that a lot of their inbound agent time was spent on looking up the customer details in Dynamics 365 after answering the call. More time was wasted after the call as they manually recorded the call details in Dynamics 365. Their outbound teams were manually dialing from lists provided to them on a daily basis with no management reporting tools or control over callback requests. Follow up emails were done in an ad hoc basis if time allowed and were often forgotten. A lot of time was also spent leaving voicemails for busy and no-answer numbers with no process in place to follow up. Acorn Insurance had plans to change their telephone system and upgrade to Dynamics 365 on-line so the integration solution chosen needed to be compatible with all telephony systems and be compatible with Dynamics 365 upgrades going forward.

Partner Solution

Dynamics Telephony seamlessly integrated Acorn's telephony with Dynamics 365, providing the company with a single interface for Dynamics 365 users and all telephony-related actions. The agents receive a screenpop of the customer details prior to answering the call and have telephone controls (answer, transfer, hold etc.) available in Dynamics 365. Pre-written follow-up emails are now automated with dropdown call outcome buttons that can be selected to end the call. Voice-drop allows for pre-recorded messages to be left when voicemail is encountered for busy and no answer numbers saving minutes on every call. Agents can pre-record their own messages or a generic team message can be recorded as required ensuring that all customer's are getting the same information and in a manner that fits with the Acorn Insurance way of doing business. Dynamics Telephony dialer embedded in Dynamics 365 improved efficiency of their outbound campaigns by 30% with all call statistics stored in Dynamics 365 giving the management team the ability to customize their reports using Power BI.

Customer Benefits

Thanks to Dynamics Telephony, Acorn's call handling efficiency has increased by 30% thanks to the deep integrated nature of the solution delivered, the now increased ability to schedule workloads from within Dynamics 365, and system's user-friendliness. The implementation has also further supported Acorn's customer-centric approach thanks to being designed with Acorn's customers in mind at all times. "The integration with Dynamics 365 has meant that we now have MI that enables us to run our business in a more controlled manner." -Claire Rock, Manager, Acorn Insurance

"Dynamics telephony is customizable to meet your organization's needs and the their team is very open to advice and suggestions for new functionality features." -Tina Concannon, Project Manager, Acorn Insurance

"Call handling efficiency has increased by 30% due to the integrated nature of the solution provided and its user-friendly functionality." -Claire Rock, Manager, Acorn Insurance

"It's extremely beneficial that the Dynamics Telephony team's primary and only focus is the development of a product that integrates with Dynamics 365." Ronan McManus, Technical Systems Engineer, Acorn Insurance