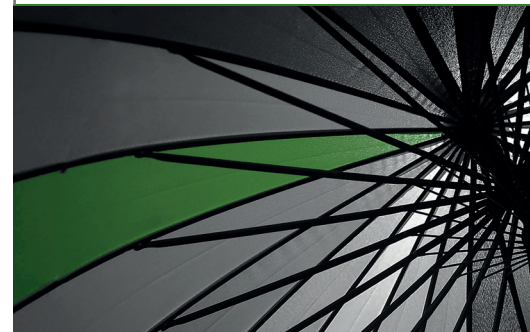




John Lewis Insurance: Enhancing the customer experience

John Lewis Insurance



"Life assurance products are typically harder to sell than other insurance products and need handling sensitively. In addition, customer trust and confidence are 'top of mind' for John Lewis and we work tirelessly to achieve these across our entire product line and by delivering appropriate customer service," explains Jeremy Thomas, Operations Business Analyst, John Lewis Insurance.

In this context, John Lewis Insurance approached ContactPartners for help to enhance customer service for its life assurance product line. ContactPartners deployed robust click-through connectivity from the website direct to the contact centre, enabling potential customers to request a date and time for John Lewis Insurance to contact them to discuss life assurance products in more detail.

"We are confident that our call back capability has helped break down some of the barriers of life assurance sales. ContactPartners swiftly grasped the specifics of our requirement and helped us to deliver enhanced customer contact capabilities for our life assurance customers – the team is knowledgeable, reliable and responds quickly at all times," concludes Jeremy.

Jeremy Thomas, Operations Business Analyst, John Lewis Financial Insurance

About John Lewis Insurance

As John Lewis Insurance, we believe that everything we do should be straightforward, great value and come with a reassuring extra level of service.

John Lewis Insurance (formerly Greenbee) is part of The John Lewis Partnership and works with a panel of carefully chosen insurers to offer a full range of insurance products and services. These partners are as committed to delivering outstanding customer service as we are.

The John Lewis Partnership operates 37 John Lewis shops across the UK (29 department stores and eight John Lewis at home), johnlewis.com and 277 Waitrose supermarkets. The business has an annual turnover of nearly £8.7bn. It is the UK's largest example of worker co-ownership where all 81,000 staff are partners in the business.

CUSTOMER PROFILE

John Lewis Insurance; Part of The John Lewis Partnership, the UK's largest example of worker co-ownership where all 81,000 staff are partners in the business

INDUSTRY

Financial Services

WEBSITE

www.johnlewis-insurance.com

LOCATION

United Kingdom

BUSINESS NEED

Enhanced customer service for life insurance product line

SOLUTION

Clicktocal

BENEFITS

- Contact flexibility for customers
- Increased customer satisfaction
- Improved life insurance conversion rates

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