AMC's Integration Shortens Average Call Duration by 30 Seconds Per Call

CLAL INSURANCE

Industry: Insurance
Headquarters: Tel Aviv-Yafo, Israel
Number of Agents: 400

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>
> - Haim Inger
> Chief Technology Officer

CLAL Insurance, one of Israel's leading insurance and long-term savings companies, realized they needed a CTI solution in order to provide better customer service to their customers and shorter call handling times. After researching solutions, they found AMC Technology.

"It was the only reliable solution to connect our Cisco telephone system to our SAP CRM," stated Haim Inger, Chief Technology Officer at CLAL Insurance, when asked what factors played into their decision to purchase AMC's product for their 400 contact center agents.

Solution

The solution of AMC's integration for SAP and Cisco provided CLAL Insurance with an abundance of advanced features like click-to-dial, contextual call controls, automatic call logging, agent "not-ready" reason codes and more; however, Inger shared that screen pop was the most beneficial feature.

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Benefits

CLAL's dedicates significant efforts towards improving the service they provide customers and feel as if they are leading the revolution in service based on the innovative digital tools which allow customers to receive service promptly at any time, and any location. AMC's solution has helped CLAL Insurance with their mission by shortening the average call handling time.

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AMC TECHNOLOGY

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