HomeServe boosts call centre productivity with Corizon

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UK's leading home emergency insurer further boosts call centre productivity using Corizon to simplify agent desktops and increase efficiency

London, UK, 27 January 2009 – Corizon, a developer of enterprise mashup software that rapidly and cost-effectively builds composite applications to simplify and streamline the use of business applications, today announced that its software platform has enabled HomeServe to increase agent-generated sales by nearly 50 per cent while also reducing call handling time by more than seven per cent.

HomeServe has used Corizon's Enterprise Mashup Platform to build a solution that gives its inbound sales and service agents access to customer information and policy management functionality from its core business systems through a single easy to use interface. As a result, HomeServe can continue to rely on its proven legacy applications while reviewing the way they are used. HomeServe agents have rapid access to accurate and relevant customer information, allowing them to better understand customer needs and match product fulfilment options more accurately. The system further reduces costs by cutting the time it takes to train agents to the point where they are fully productive by 80%. This enables HomeServe to respond more quickly and maximise market opportunities.

HomeServe has used Corizon's Platform technology to re-use and "mash up" its core systems to create seamless applications to fit its business processes and agent and customer needs. The solution was constructed collaboratively between call centre operations and the IT teams based on Corizon's visual "building block" approach to composite application construction.

The solution, named Gateway, ensures that agents are guided through key processes logically, with the central flow of the conversation designed to maximise sales by presenting appropriate sales offers for the customer and call. Integration to the Interactive Voice Response (IVR) system makes sure that customers only have to give their information once. Agents have a full view of customer contact history and are able to see recent mailings and interactions with the customer. This gives the agent early warning of what the customer is likely to be calling about, immediately enabling a more effective conversation. Moreover, Gateway guides and enforces the steps agents go through and has built in regulatory-compliance scripts, which has resulted in a quality improvement of 35 per cent.

Jo Simkins, Sales Director at HomeServe said: "We chose Corizon for its proven ability to take IT assets and match them to what our customers, agents and business need. As a result of using Corizon, we can now handle customer's queries more efficiently. Increasing sales productivity by almost 50 per cent while cutting call handling times by 7 per cent has exceeded our expectations. Corizon's low risk, high return approach to delivering key process improvements by recombining existing application investments, is proving to be extremely valuable."

Eric Guilloteau, CEO of Corizon, said: "The success of the HomeServe Gateway project is a great example of the measurable business benefits that can be achieved when business gets the ability to easily combine and mould its applications to match what its processes and users need. Delivering increased sales while

cutting call handling time for Homserve's market leading insurance operations is a great demonstration of the power of Corizon's enterprise mashup technology."

About HomeServe

Every forty seconds a HomeServe engineer comes to the rescue of a British household.

With over 4,600 directly employed and sub-contracted engineers, HomeServe is a national emergency home repair service backed by a 24 hour claims handling and repair network

HomeServe also offers insurance cover for plumbing, drains, electrical wiring and gas central heating. It has over 6.3 million policy members in the UK and a further 1.8 million in the USA, France and Spain.

About Corizon

Corizon enterprise mashups transform the way enterprises create composite applications and deploy major CRM and customer service programmes.

Enterprises struggling to integrate all of their operational applications into a single CRM system can use the Corizon Platform to fully support business tasks and guide users through best practice business flows with a single interface. Enterprises increase productivity up to one third by streamlining agent and back office processes at the point of use, while reducing costs and increasing the speed of CRM programme deployments. Once the Corizon Platform is deployed, enterprises can expand the scope of web self-service simply and effectively.

Corizon's approach is based on User Interface services, reusable visual 'building blocks' that enable a shared language and shared visual interface for analysts and business users to achieve the necessary single application that enterprises have been crying out for. Unlike portlets and gadgets, UI services can be fully configured to the business and user requirements. Corizon provides the security, governance and management frameworks required for enterprise scale applications.

Corizon is headquartered in London, UK, and works with systems integrators and partners across Europe including Oracle, Accenture, Sabio and Logica. Corizon is used by organisations including BT, KPN, Student Loans Company and HomeServe.

www.corizon.com

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