

# ZLM Assurances



## Customer

ZLM Assurances, The Netherlands

## Industry

Insurance

## Challenges

- Connect at least 90% of the 30,000 incoming calls per month each within 15 seconds

## Solution

- Business ConneCT

## Results

- Faster call through-put via instant directory and availability information
- More relevant and more accurate reports
- Shows real-time service level
- Presence management ensures that manpower capacity is utilised optimally

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**“We avoid losing customers when a call comes in for an employee who is unavailable by instantly transferring it to one who is.”**

Wim de Fouw

ZLM Assurances

## Challenges

The challenge was to ensure that 90 percent of all calls are put through to an employee within 15 seconds.

ZLM Assurances has two main divisions: ‘Acceptance & Sales’ and ‘Claims’ and several support departments. The two main divisions are split into several groups with separate phone numbers, which are printed in a variety of lists. Each employee is reachable via a direct number. Most of the incoming phone traffic comes through an operator’s general number and the rest are DDI. The two main divisions receive an average of 25,000 calls per month and other parts of the company receive another 5,000 calls per month. ZLM Assurances doesn’t use voice-response systems because it knows that its customers prefer the personal contact that the company is known for.

“In the past, we used an ACD95 system. But it had become too limited and it was no longer supported by the national telecomm provider,” says Wim de Fouw, Head of Acceptance and Sales. “The main disadvantage of the system was that we couldn’t get meaningful overview information out of it, so we could not plan appropriate staffing levels. When the wall-displays broke down we also had no insight as to how many calls were currently coming in. But even when it was working the system wasn’t able to display in real-time the call traffic, how many calls were coming through the operator and how many callers ultimately hung up because they were kept on hold too long.”

## Solution

"We chose Business ConneCT because it answered all our needs, it's so flexible and it suited our current infrastructure perfectly. Business ConneCT provides us with contact center functions, extensive telephone directory, PC-based operator and more. We were also impressed with the scalability possibilities, in can be extended very easily. Business ConneCT was also chosen because we have been very satisfied with our other NEC IT solutions," says De Fouw.

ZLM Assurances has been using Business ConneCT since April 2008, and all staff learned to work with it very quickly. As De Fouw explains: "It's very flexible and very user-friendly. The system is clear and well-organised. Everything is operated with a mouse – in fact, users hardly ever need to even touch a phone. Our staff got used to it very quickly."

## Results

In addition to dramatically improving the call through-put speed, De Fouw cites many benefits from the system's presence management capabilities. "It is extremely useful to see which employees are available and which are not. It means we avoid losing customers when a call comes in for an employee who is unavailable by instantly transferring it to one who is. The fallback traffic is also pushed back. Unlike the past, all staff can now clearly see the service levels we attain on their screens."

Every employee now has insight into who called and they can easily choose and dial phone numbers from their own on-screen directory. "Now that the system has been up-and-running for a few months, ZLM Assurances is increasingly looking at the other possibilities that the system offers. Of which there are many. We gradually want to start using them so we are able to continually improve our service levels."

## About

ZLM Assurances is a non-profit mutual insurance company. The company works exclusively in the provinces of Zeeland and North Brabant in the Netherlands. ZLM Assurances focuses on agricultural companies. The main office is located in Goes, the Netherlands. The company has 160 employees and about 180,000 customers.

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