An internal audit of customer contact channels revealed that 1% of clients were calling to make payments over the phone, which was driving approximately 25% of phone costs on just one contact type (make a payment). With help from Gartner, the VP was able to increase capacity by 10 FTEs and see a cost savings of nearly $1 million.

**Industry:** Financial services  
**Revenue:** $31.1 billion  
**Employees:** 6,700+
Mission-critical priority
An internal audit of customer contact channels revealed that 1% of clients were calling to make payments over the phone, driving approximately 25% of payment processing costs. The team realized that if they could migrate those clients to digital self-service, they could realize significant cost savings with low risk to the client experience.

How Gartner helped
Thanks to Gartner resources, the company helped to show this small group of customers how payments could be faster and easier for them. As a result, the VP was able to increase capacity by 10 FTEs and see a cost savings of nearly $1 million.

Mission accomplished
• With Gartner support, the VP was able to:
  • Implement an “intentional omnichannel” program for managing payments
  • Develop an intentional change management strategy through use of Gartner insights
  • Reduce payment call volume by 55% by identifying a company-preferred channel for accepting payments
  • Save nearly $260K by not mailing bills to policyholders

Achieve your mission-critical priorities with Gartner for Customer Service Leaders

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