

# Global Insurance Provider

## Business Challenges

- Respond to tough economic climate and higher expectations from customers
- Retain existing clients and increase external revenues
- Rebrand main operating companies (countries) under one unified business
- Lack of employee advocacy of company's offer

## Business Solutions

- Tailored consulting guidance for each regional & country office
- Global mapping methodology to create a consistent global experience
- Integrated redesign across multiple channels, countries and customer segments
- “Outside-in” and “inside-out” employee experience diagnosis

## Business Results

- Overall cost to serve reduced
- Overall increase in NPS score
- Quality audit improvements in communications
- Significant increase in client conversion/retention %
- A more customer-centric global culture

Why  
CFN?

“Our overall need was to undertake a review of the customer experience, to develop clear *customer* business objectives linked to our overall business plan. CFN’s approach helped to successfully deliver the business objectives and demonstrated early returns that raised credibility that encouraged wider adoption across our global business.”

– Global CX Lead