



## SUCCESS STORY

# How an Insurance Provider Improved the Customer Experience with Call-Backs



### Customer

The General

### Industry

Insurance

### ROI

Reduced

Abandonment Rates

Improved

Customer Experience

"Fonolo is a great partner with a great service that enhances our customers' experience."



### Allison Garretson

SVP, Operations & Customer Engagement, The General

## The Company

Founded in 1963, The General Automobile Insurance Services is a licensed insurance agency offering policies online and over the phone. The company is headquartered in Nashville, Tennessee, with offices across the US where their mascot, an army general, is a well-recognized figure. With a focus on drivers seeking insurance on a tight budget, The General is known for offering affordable monthly payments.

### THE PROBLEM

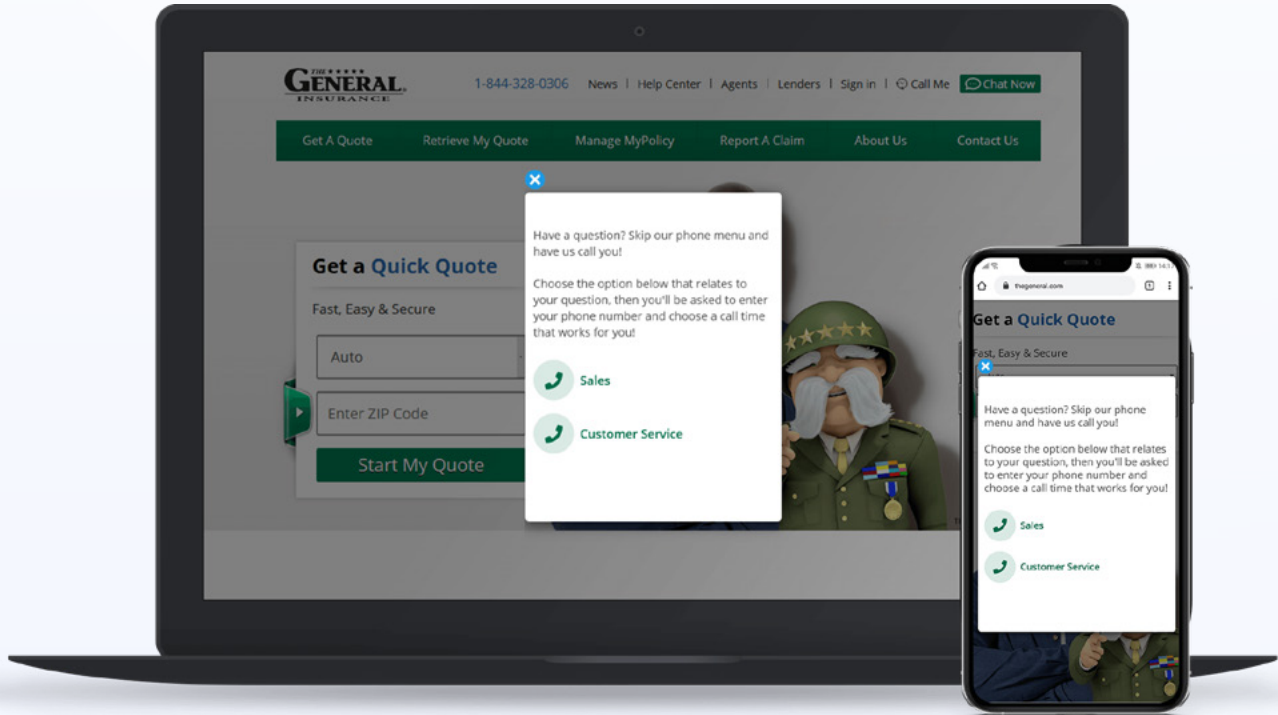
## Relentless Call Surges

The General handles 170,000 customer service calls per month, and experiences regular spikes in call volume. During these call surges, the company has seen an increase in hold times, abandon rates, and, accordingly, customer frustration levels. For The General, improving the customer experience during periods of long hold time was a key priority, but increasing headcount for those spikes in volume was not a viable option.

### THE SOLUTION

## Voice & Web Call-Backs

To solve this problem, The General turned to Fonolo's Voice Call-Backs and Visual IVR solutions in order to offer customers the convenience of a call-back without making them wait on hold during busy periods. Now customers can easily schedule a phone call via the online "call-back widget" on The General's website. In addition, callers phoning into the call center can simply "press 1 for a call-back", and Fonolo will hold their place in line until an agent is available.



“We wanted to offer our customers the convenience of a call-back without consuming time actively waiting in a call queue. We also wanted to mitigate our abandon rate on busy days. Fonolo’s simple implementation and subscription-based model encouraged us to move forward with this solution.”



**Allison Garretson**  
SVP, Operations & Customer Engagement, The General

#### THE RESULTS

### Happier Customers and Agents

The General significantly reduced abandonment rates during peak times in the call center by giving customers the option to keep their place in line – without waiting on hold, courtesy of Fonolo. Additionally, the call-back option successfully delivered callers to the correct kind of agent every time, leaving customers happy and agents engaged.

Overall, the solution has improved the experience for the General’s customers and is viewed by the company as a competitive differentiator for the brand.




#### ABOUT FONOLO

Fonolo, the leader in cloud-based call-back solutions, empowers customers with an innovative alternative to waiting on hold. Fonolo’s award-winning solutions are trusted by a growing list of call centers that aim to provide a superior customer experience. From Fortune 500 companies to SMBs, Fonolo is valued by customers for its scalability, expertise, and proven ROI.

Visit [fonolo.com](https://fonolo.com) to learn how your call center can reduce abandonment rates, smooth out call volume spikes, and lower costs.

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