EFFICIENCY ASSESSMENT OF LIFE INSURANCE CONTACT CENTER OPERATIONS IN NATIONAL CAPITAL REGION

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ABSTRACT

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This study aimed to assess the efficiency of a life insurance contact center operations in the Philippines. Specifically, the study aimed to describe the profile of the life insurance companies in the Philippines, identify the actual operations/activities of a contact center based on human resources, market operations, outsourcing/in-house, and trainings, describe the characteristics of the contact center agents, determine the performance of the life insurance company-respondents based on the key indicators, identify the factors affecting the efficiency of a contact center operation, and compare the efficiency of a life insurance contact center operations based on their market profile. The results will be used to provide a benchmark for the life insurance contact center operations. This will also help insurance companies assess their current performance and compare it with the other company's performance.

This study focused on the life insurance companies in Metro Manila, Philippines, specifically, its contact centers. Out of the 32 life insurance companies registered with the insurance commission, 16 companies which have a contact center were considered.

Questionnaires were used to identify the agent's demographic variables which include gender, age, and civil status; scheduling, the agent's years of service or experience, number of agents, length of contact center operations, extent of outsourcing and trainings. Regression analysis was used to identify the factors affecting the efficiency of a contact center operation. ANOVA was employed to compare the efficiency by average age, gender composition, civil status, shifting schedules, agent's years of service, number of agents, length of contact center operations, extent of outsourcing, and trainings provided.

Regression results showed that age, gender, shifting schedule, years of service, length of contact center operation and training were significantly affecting the average abandonment rate. It was also found that age, shifting schedule, length of contact center operations and extent of outsourcing proved to be significantly affecting the average number of calls received.

Significant differences were found between the average abandonment rate and first call resolution in terms of age. Significant difference was also found with average abandonment rate in terms of shifting schedule.

Moreover, average number of calls has significant difference in terms of years of service. In addition, average abandonment rate also has significant difference in terms of the number of agents. The length of contact center operations has significant difference in terms of the average outbound calls. Lastly, average abandonment rate and first call resolution have significant difference in terms of training.

An efficient customer servicing benefits both the company and its clients. Customer service, as the frontliners of a company provides an important role to the company's success. Life insurance companies provide service to its customers. A good after sales servicing is very important because, clients, after purchasing a life insurance product, will definitely inquire directly at the insurance company, instead of the agent who sold the product. More and more life insurance companies have come up with their own contact center to be able to provide their clients faster and more convenient way of reaching them. It is important that these contact center agents are equipped with the knowledge and skills needed for them to perform their job well. It is also important that life insurance companies consider the customer service or contact center agent's age upon hiring. Results of the study showed younger agents to be more efficient. It is also important that proper scheduling of shifts is considered. Trainings are also vital for every contact center agent as these will provide them knowledge and enhance their skills in dealing with customers.

Companies should not only focus on improving the products that they sell but empowering the people who works for them, as well. It is important that employees are also given attention as they are the ones to whom customers talk to. One delighted customer may lead to more sales in the future.

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