

# INSURANCE FIRM IMPROVES CUSTOMER ENGAGEMENT

Optimized call center ups satisfaction levels and sales. Ming An Insurance, a general insurance provider in China, leverages heavily on its “95506” call service with 440 agents to address customer issues and drive telesales. For better call operations, the company deployed Jabra Biz™ 2400 headsets with Jabra GN8000 MPA amplifiers, to increase customer satisfaction and potential sales.

## SITUATION

Formed in 1982, Ming An Insurance Co., (China) Ltd (Ming An) provides general insurance and reinsurance services including motor, property, employee compensation, marine, accident, and health insurance to businesses and individuals on mainland China.

Ming An’s “95506” call service has 120 call-in agents handling about 3,000 customer issues and queries daily; and 320 call-out agents making about 45,000 telesale calls daily. “Having good audio clarity is vital especially for agents solving customer problems. However, extremely high levels of undesirable noise in the call center hindered this,” said Li Kai, IT System Structure and Operation Manager, Ming An Insurance. To make matters worse, he said most products in the market were ineffective in reducing this noise.

Another important headset requirement was comfort. Li Kai said, “For the telesales agents, comfort is crucial as they spend a lot of time on the phone to increase the chances of customers purchasing insurance.” Faced with these challenges, the company was urgently looking for a comfortable double earpiece headset with noise reduction features.

## SOLUTION

Jabra recommended the Jabra Biz 2400 headset and Jabra GN8000 MPA amplifier to Ming An for its customer service and telesales center. “To help us evaluate the various options, we conducted a test with eight people who tried out a different headset every day. After two weeks, we chose the Jabra headsets because most participants recognized it as the best solution,” said Li Kai.

## COMPANY

|           |   |
|-----------|---|
| Customer: | The Ming An Insurance Co., (China) Ltd. |
| Web Site: | www.mingan.com                          |
| Country:  | China                                   |
| Industry: | Financial Services                      |

## PROFILE

The Ming An Insurance Co., (China) Ltd (Ming An), a member of the China Taiping Insurance Group – one of the four domestic state-owned insurance groups, provides general insurance Services in mainland China.

## BUSINESS CHALLENGE

Ming An wanted to improve its “95506” call center customer service which offers case reporting, investigation/rescue/dispatch, business consulting, claim status inquiry, and satisfaction surveys.

## JABRA SOLUTION

Ming An deployed the Jabra Biz™ 2400 headset and Jabra GN8000 MPA amplifier solution to enable precise volume adjustments, bloc unwanted noise effectively, and maintain voice clarity during phone communications.

## BUSINESS BENEFITS

- Increased customer satisfaction
- Improvement in productivity
- Extended equipment longevity

**“We are very pleased with the Jabra Biz™ 2400 headsets zero defect record that has helped us to significantly lower our main-tenance costs and extend the lifespan of our call center equipment”**

Li Kai, IT System Structure and Operation Manager,  
Ming An Insurance

The implementation is still ongoing. Thanks to a high level of employee satisfaction, Ming An will deploy more Jabra headsets to replace those currently used in its call centers. With the Jabra Biz 2400 headset and Jabra GN8000 MPA amplifier, call agents can precisely adjust their headset volume, block unwanted noise, and maintain high levels of voice clarity during customer interaction.

#### **BENEFITS**

The Jabra headset and amplifier combination has transformed Ming An’s call center operations. By leveraging its audio enhancement and comfortable features, agents can handle more callers and engage them better, thereby increasing customer satisfaction and telesales. With its surgical steel body promising maximum strength and break-proof boom, the Jabra headsets have withstood rigorous daily use within Ming An’s busy call center environment – to deliver solid reliability. As a testament to its exceptional construction, no headsets were returned over a one-year deployment and no defects were recorded.

#### **INCREASED CUSTOMER SATISFACTION**

Customer interaction and satisfaction levels have received a boost with the Jabra Biz 2400 headset. Its audio enhancement features help agents hear customers clearly even under the noisy conditions of the call center. Additionally, telesales agents can focus on the customers and build a genuine connection, especially important for making an insurance sale which requires trust to be developed with its customers.

#### **IMPROVEMENT IN PRODUCTIVITY**

The headsets are extremely comfortable with its composite ear cushions. Call center agents no longer experience strain from extended usage. “Compared to the previous headsets, the Jabra Biz 2400 ergonomic design allows agents to handle more calls in a day,” said Li Kai. Additionally, its lightweight feature and FreeSpin 360° rotation boom arm let call center agents enjoy more flexibility while engaging customers.

#### **EXTENDED EQUIPMENT LONGEVITY**

Besides being well made and comfortable, the Jabra headsets are also very sturdy. During its on-year use, there were no technical malfunctions. “We are very pleased with the Jabra Biz 2400 headsets zero defect record that has helped us to significantly lower our maintenance costs and extend the lifespan of our call center equipment,” said Li Kai.

#### **MORE INFORMATION**

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