

RAMP: REAL-TIME ANALYTICS MATCHING PLATFORM

AN ANALYTICS OPTIMIZED ROUTING APPROACH FOR INBOUND CALLS

Matching the Right Agent to the Right Customer for the Right Results

Assurant Solutions, in collaboration with IBM, now provides RAMP—an approach that leverages sophisticated applied analytics and patented call routing processes to successfully match customers and agents for a more productive conversation and outcome.

RAMP's integrated approach:

- Uses patented real-time and historical analytics with a focus on customers *and* agents to identify agents with the highest *affinity* (rapport potential) for *specific* customers.
- Leverages patented call routing processes and predicted availability algorithms to deliver a caller to the right agent, *even if that agent is currently engaged with another contact*.
- Enhances call center metrics such as Average Handling Time, Customer Satisfaction and Service Level Adherence with a focus on revenue and revenue persistency (likelihood a customer will generate revenue over a long period).

In its six years in production, RAMP has helped Fortune 100 organizations:

- ☑ Increase customer loyalty, revenue and revenue persistency – increasing retention revenue by 37% and sales revenue by 29% within the first year of implementation
- ☑ Decrease agent and customer churn
- ☑ Increase operational efficiencies

An Integrated Approach

