

## Case Study:



**“OneContact CC has allowed us to improve our service levels and increase our satisfaction metrics while maintaining the same staff. In addition, the scalability and constant updating that the cloud platform offers has been fundamental for our continuous growth and adaptability in a constantly changing market.”**

Daniel Iglesias, Relationship Leader  
at Seguros Sura Argentina



## Summary

Seguros Sura Argentina Company, a leading company in the sector, successfully transitioned from its existing platforms to OneContact from Collab (through Cirion Technologies – Collab’s OneContact by Cirion), unifying its contact center into one platform. This strategic decision aimed to improve operational efficiency and offer customers a more personalized and consistent experience by integrating self-service features. All of this was achieved without incurring unexpected costs and in an always-updated infrastructure in the cloud.

## Challenges

The company faced the challenge of replacing its existing platforms to improve customer service, streamline its operations, and allow customers to autonomously manage their insurance policies. All of this had to be done without financial hiccups and with the possibility of fluid scalability to add new services in the future.

## The Project

To overcome these challenges, the company adopted OneContact from Collab, an omnichannel solution, to unify attention in its various contact centers. This unification provided a more consistent and personalized experience for customers, regardless of the channel they chose to interact with the company.

Through its IVRs, self-service functionality was introduced, mainly in those transactions with high volume and low added value by the advisor, thus giving customers more control and autonomy.

Finally, a cloud platform was chosen to ensure an always up-to-date and scalable infrastructure to add new services as needed by the business.

**“... I want to thank the Seguros Sura team for their trust in choosing us to incorporate Collab’s Cloud Contact Center services. Today, now implemented, we see how the initial goals were met by improving their customers’ experience and their management. This was thanks to the professional and joint work of the teams from both companies. Currently, the Collab service allows us to continue accompanying Seguros Sura in the development of new projects in an agile and dynamic way. We really hope to continue collaborating in everything they need.”**

José Luis Fernandez, AM at Cirion Technologies

**Partner:** Cirion Technologies Argentina

**Customer Contact:** Daniel Iglesias,  
Relationship Leader

**Location:** Argentina

**CCaaS:** More than 100 positions with  
over 220 concurrent communications

### Biggest Challenge

To replace the existing platforms to improve customer service

### Technology Used

- OneContact CC
- OneContact Flows

### Key Benefits

1. Improved self-service support
2. Improved CX & Operational Efficiency
3. Reduced Response Times

## Results

The implementation of OneContact from Collab has proven to be a great success. Customer response times have been considerably reduced.



The self-service option has been very well received, as customers enjoy greater independence and control over their insurance policies and transactions.



The decision to opt for a cloud platform has allowed the company to scale efficiently, add new services as needed by the business, and keep the infrastructure always up to date, all without cost surprises.

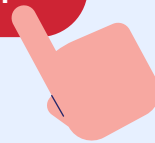
In conclusion, this success story shows how careful planning and execution can lead to a successful digital transformation, improving both operational efficiency and the customer experience.

**"As Relationship Leader of the Seguros Suras Argentina Company, I am extremely satisfied with our recent transition to the OneContact platform from Collab. It has simplified our operations, improved the customer experience, offering greater autonomy to our insured, and ensuring that our advisors' attention adds more value. The platform has allowed us to improve our service levels and increase our satisfaction metrics while maintaining the same staff. In addition, the scalability and constant updating that the cloud platform offers have been fundamental for our continuous growth and adaptability in a constantly changing market. In summary, this transformation has been a great step forward for our company. ..."**

Daniel Iglesias, Relationship Leader at Seguros Sura Argentina


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