

Case Study:

# AON

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**“The user experience (UX) of this new technology ensures seamless, customer-focused interactions that have improved efficiency levels ever since.”**



**Collab.**

Aon decided it was time to find a new and modern contact center solution, leaving behind its existing platform of +10 years. They were seeking a solution that met Aon's needs, such as an omnichannel solution, integration with their Inbroker platform, and the possibility to deliver high-quality customer service.

## Background

Aon is a Professional Services company that helps shape business decisions for the better. It works with its clients, providing them with advice and solutions that give them the clarity and confidence to make better decisions to protect and grow their businesses.

Their collaborative approach ensures every Aon client is better informed, better advised and able to make better decisions on a global and local level.

It was critical to reposition the experience of the contact center. The technology being used was +10 years old and it was no longer serving the policyholders, according to Aon standards.

The increasing digital landscape has driven Aon to a more proactive approach to thrive the business's potential. The transition from the old call center technology to Collab's omnichannel solution was overall smooth and agile, bringing new features and growing into a contact center strategy.

## Challenges

Aon aimed to find a solution:

- With superior technology that enabled better decision-making;
- That allowed a smooth transition, lowering any risk in our current interactions both with clients, partners, and the team;
- "All-in-one" – enabling our prospects and clients to interact in their preferred way.

## Project description

Replacing the existing technological platform for customer service.

Migrating from the old platform to Collab's omnichannel solution was smooth and agile, bringing new features and growing into a new contact center strategy. It was implemented:

- A new next-gen Omnichannel Solution;
- New extra features;
- An integration with Inbroker (a platform to manage policies production).

**Company name:** Aon

**Contact person:** Gabriel Acuña,  
Personal Lines, Agents & SME Director,  
Aon

### Biggest Challenge

Finding a solution with superior technology that allows a seamless and risk-free transition.

### Technology Used

- OneContact CC
- Integrations: Inbroker

### Key Benefits

1. Agility, Efficiency & Synergy
2. Omnichannel solution

## Results

The main benefits are the following:



Customer service levels (KPIs) have improved by 30% with Collab technology.



Agility, Efficiency & Synergy – powered by the implementation of an omnichannel platform that manages phone, email, and chat interactions.

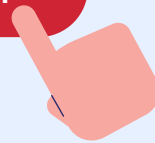
**“Our partnership with Collab was part of our corporate resilience strategy to navigate (post-pandemic) changes and evolving demands. We have gone from a traditional call center to an omnichannel platform focused on our customers. The user experience (UX) of this new technology ensures seamless, customer-focused interactions that have improved efficiency levels ever since. Therefore, we harnessed innovation and stayed ahead in different segments and solutions by providing user-friendly operations that increased value towards growth.**

**During this transition, Aon capitalized on all the positive feedback from this update by delivering new opportunities and prioritizing ux but more importantly maintaining a competitive edge and challenging growth goals.”**

Gabriel Acuña, Personal Lines, Agents & SME Director, Aon


Check Out our website!


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