

# Manage customer insights and communications in one unified source

Acorn Insurance use Microsoft Dynamics 365 as its customer engagement tool. The company operates a large outbound call center and has up to 70 users on the customer relationship management (CRM) system across its Sales, Customer Care, and Finance departments. Before it implemented the Dynamics Telephony solution, Acorn's telephony system was not

integrated with Dynamics 365, causing unnecessary overhead in the customer engagement cycle and forcing agents to navigate among multiple systems. With the implementation of Dynamics Telephony, Acorn Insurance's call-handling efficiency has increased by 30 percent.



## AT A GLANCE

Customer: Acorn Insurance

Website: <https://www.acorninsurance.ie>

Customer Size: Medium (50 - 999 employees)

Country: Ireland

Industry: Insurance

Products and Services: Dynamics 365



# Dynamics Telephony, Acorn Insurance, & Microsoft Dynamics 365

## Customer Challenges

Before the company implemented its Dynamics Telephony solution, management at Acorn Insurance realized that a lot of its inbound agent time was wasted after their calls, because they manually recorded the call details in Microsoft Dynamics 365. Acorn's outbound teams were also manually dialing from daily lists, with no management reporting tools or control over callback requests. Follow-up emails were done in an ad-hoc basis if time allowed—and they were often forgotten. Significant time was also spent leaving voicemails for busy and no-answer numbers with no process in place to follow up. Acorn Insurance had plans to change its telephone system and upgrade to Dynamics 365 online, and the solution it selected needed to integrate with all of the insurer's telephony systems and be compatible with Dynamics 365 upgrades going forward.

## Partner Solution

Dynamics Telephony seamlessly integrated Acorn's telephony with Dynamics 365, providing the company with a single interface for Dynamics 365 users and all telephony-related actions. Agents now receive a pop-up that contains the customers' details before they answer a call. Prewritten follow-up emails are now automated via dropdown call-outcome buttons that can be selected to end calls. Voice-drop allows Acorn to leave prerecorded messages when voicemail is encountered, saving minutes on every call. Agents can also prerecord custom or generic messages as required, ensuring that customers are getting consistent information that's also compliant with Acorn business practices. Dynamics Telephony dialer—embedded in Dynamics 365—has improved the efficiency of the insurer's outbound campaigns by 30 percent, and all call statistics are stored within Dynamics 365, giving managers the ability to customize their reports via Microsoft Power BI.

## Customer Benefits

Dynamics Telephony has increased Acorn's call-handling efficiency by 30 percent, thanks to the solution's deep integration with Dynamics 365, the increased ability to schedule workloads from within Dynamics 365, and system's ease of use. Because it was designed with Acorn's customers in mind at all times, the implementation also further supports Acorn's customer-centric approach. "The integration with Dynamics 365 has meant that we now have MI that enables us to run our business in a more controlled manner," said Claire Rock, Manager, Acorn Insurance.

"Dynamics Telephony is customizable to meet your organization's needs, and their team is very open to advice and suggestions for new functionality features." — Tina Concannon, Project Manager, Acorn Insurance

"Call-handling efficiency has increased by 30 percent due to the integrated nature of the solution provided and its user-friendly functionality." — Claire Rock, Manager, Acorn Insurance

"It's extremely beneficial that the Dynamics Telephony team's primary and only focus is the development of a product that integrates with Dynamics 365." — Ronan McManus, Technical Systems Engineer, Acorn Insurance