



Company Snapshot IP Integration

SUMMARY

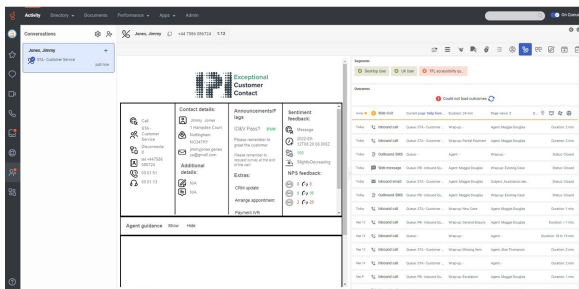
IP Integration (IPI) are Customer Experience experts who create intelligent and innovative Contact Centre services and solutions to deliver exceptional customer and employee experiences.

With an understanding that technology is only part of the solution to addressing business challenges, IPI's experts know the intricacies and understand the realities of running a Contact Centre, as well as the practicalities of making advanced software deliver to its full potential.

By looking at the challenges and business drivers in the Insurance and Financial Services sector, both today and in the future, IPI ensure their clients realise the full benefits of their Contact Centre technology by using it as an enabler to achieve measurable results and maximise investment value.

ALTUS REVIEW

In an era where customer centricity is coming to define the new middle ground, efficient and effective communication between all parties is dominating. This is where IPI operates. To quote their CEO "With our purpose and people led culture we provide exceptional customer contact, delivering contact centre transformation and innovation."



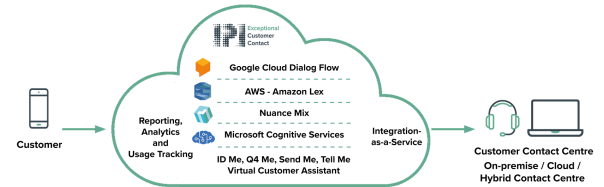
So, what does this mean? Using industry compliant, securitised architecture, their omni-channel contact centre platform delivers optimised levels of customer experience by overcoming many of the challenges of more inflexible legacy communication tools. This is delivered in a form that helps their clients manage their internal skills requirements better and helps them fill gaps within them. Ultimately in a manner that helps build brand reputation.

Delivery comes in three parts, Customer Interaction Channels that are the customers access points; including voice, web or smartphone chat and chatbot integrations, the proprietary IPcloud Platform, which is the very smart call management engine directing contacts as required and their Agent/Contact Centre tools that provide all the management insights, analysis and reporting for clients, including handing data off to other tools such as CRM systems.

The benefits are many-fold. Demonstrable improvements in the workflow processes for IPI's clients, meaning improved and more robust customer experiences. The combination of within platform analysis tools aligned to the real-time agent management tools drive much of the improvement, which was ably demonstrated during our own demonstration of the solutions and the ready ability to respond to our questions with immediate visible responses. It is clear that IPI have taken a well thought-through approach to their proposition and how it has evolved as the business has grown. They have a strong and diverse client base across many sectors, including B2C and B2B2C insurance brands.

FACTS & FIGURES

- MARKET:** Contact Centre and IT solutions
- FOUNDED IN:** 2001
- HEADQUARTERED:** Reading
- FUNDING:** Private Limited Company
- PARTNERS & PROJECTS:** Genesys Gold Partner, Avaya Platinum Partner
- FLAGSHIP CLIENTS:** Ageas, Co-Op Bank



IPI was founded in 2001 and has grown consistently, evolving their solutions as their clients' needs have changed. Whilst it is their technology solutions that drive the business, they take a consultancy approach, working with clients from the outset to ensure the solutions that are delivered are genuinely fit for purpose. It was clear that those we spoke with know their business and are tuned into their clients' challenges and requirements.



Altus Capability Mapping

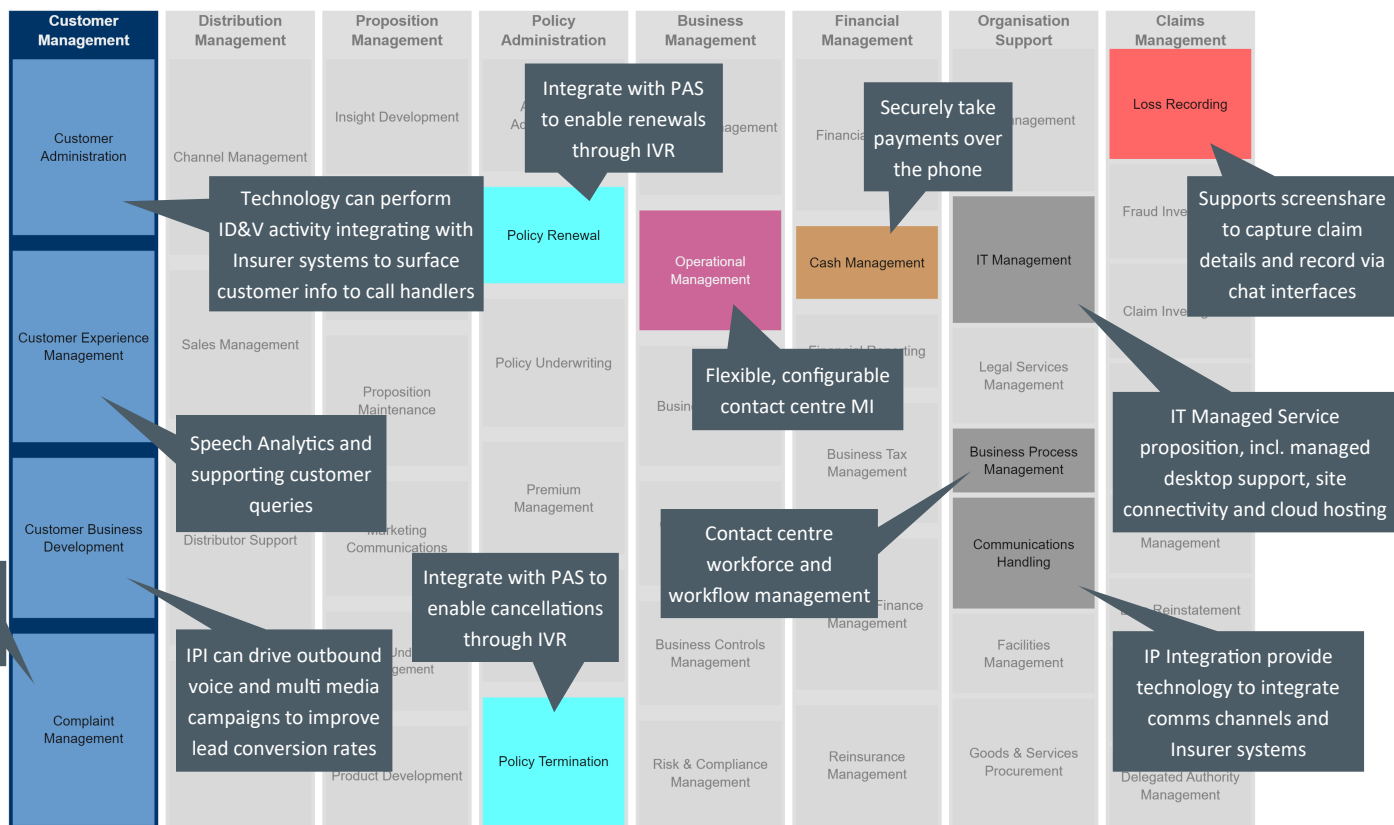
The **Altus Capability Model** enables organisations to define what they do using a common language and understanding of the make-up of an end-to-end Insurance business.

Using the **Altus Insurance Capability Framework**, we have mapped IP Integration to our Insurance reference model, across more than 1,300 capabilities. The diagram below summarises the core capabilities of the IP Integration proposition, highlighting where they fit within the model. As a technology provider, IP Integration has been mapped to the business capabilities within the reference model that it can enable for organisations.

Additional lower level capability mapping has been captured in our proprietary PEAK platform and is available on request.

"Altus's Capability Mapping model brings unique insight to the market, and IPI are delighted to utilise this. Altus helps Insurance organisations make sense of the technology market by clearly visualising where our technology can be applied. This helps demystify the market and allows Insurers to identify companies to partner with much more easily."

Craig Farley
Head of Consulting, IP Integration



DigitalBar

INSURANCE SECTOR

The DigitalBar is Altus Consulting's bespoke research platform covering key digital journeys across UK Insurers.

The DigitalBar graphic below identifies where IP Integration's technology can enable Insurers to create efficient customer journeys for their customers. As IP Integration have a Contact Centre focus, the DigitalBar below shows where their technology enhances a customer's experience in the Contact Centre.

QUOTE		POLICY SERVICING			CLAIMS			CUSTOMER ENGAGEMENT	
Quote & Buy	Quick Quote	MTAs	Digital Docs	Renewals	FNOL	Track	Digital Tech	Self-Serve	Smart Tech
✓	✓	✗	✗	✓	✓	✓	✗	✓	✗



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