

Case Study

# Groupama and Teleperformance: A Partnership Build on Trust



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## Challenging Teleperformance internally and externally

For more than six years, Groupama has entrusted Teleperformance with numerous responsibilities for its various entities: overflow of customer service calls, distance selling campaigns, network appointment scheduling, life insurance arbitration systems, back office activities, etc. This partnership, based on trust from the outset, has gradually evolved. Now Groupama is going further by challenging Teleperformance with new business priorities.

The group is divided into different entities. Stéphane Robert, Head of Insurance Purchasing at Groupama, was therefore tasked with finding the best providers for each of them. The first initiative Robert entrusted to Teleperformance was to handle the overflow of incoming calls over the summer period. The objective: to ensure call pick-up rates of at least 95%.

**“For Groupama, using a customer relations service provider is risky in terms of image, given the various controversies reported in the media. So we needed a partner we could trust. Since then, I very happy with my decision: they really listen to me and know how to cover more and more complex subjects,**  
**says Robert.**

For its first mission, Teleperformance rose to meet all expectations.

**“To begin with, we started with low volumes. In order to optimize rates and increase these volumes, I offered them a genuine long-term partnership negotiated from the outset. The idea was to develop new activities for each entity as the partnership progressed. Teleperformance understood the complexity of our organization and trusted us,”**  
**he explains.**



**Stéphane Robert**  
Head of Insurance  
Purchasing / Marketing Digital  
Communication /  
Business Software /  
Methods & Tools  
Group Purchasing Department  
GROUPAMA GROUP

## Challenging Teleperformance internally and externally

This is also being emulated by the Individual Protection entity known as Groupama Gan Vie, where Teleperformance is involved in outbound up-sell, cross-sell and loyalty calls, back office activities for issuing contracts, and also for customer service overflows.

**“We’ve also established additional turnover indicators to supplement the sales network due to the lack of profitability linked to travel, ensuring that operations are well managed and optimized. We maintain a very close relationship with the operational teams, as we do with our own internal staff, by challenging and benchmarking performance to ensure continuous mutual improvement. We are in search of greater efficiency on a daily basis. Moreover, Teleperformance shares its best practices with us, which are very valuable and formative for our in-house teams,”**

emphasizes Dominique Yapi, Head of Development, Marketing & Sales Promotion at Groupama Gan Vie.

**“At the same time, Teleperformance offers us innovative solutions such as speech analytics via TP Interact. We are going to combine it with our internal scoring tool in the context of anti-churn campaigns in order to improve customer loyalty. This solution will enable us to cross-reference our clients’ voices with our internal scoring and thus increase performance and ROI”.**



**Dominique Yapi**  
Head of Development,  
Marketing & Sales Promotion  
Individual Protection Department  
GROUPAMA GAN VIE





Today, Teleperformance is involved in more services for different entities of the group: outgoing and incoming calls, email campaigns, telemarketing, remote sales, back office, and more.

**“We have also conducted tests on insurance sales activities between our internal teams and those of Teleperformance. This has allowed us to challenge the conversion rate, to share our practices, exchange skills and to benefit from their know-how,”**

describes Robert, who also decided to challenge Teleperformance with its competitors.

In 2017, the Bourquin amendment allows consumers to change their loan insurance within one year of signing the loan offer. Groupama sees this as a business opportunity, but doesn't have the capacity to set up a dedicated in-house structure. The group then decided to retain two players, including

Teleperformance, and to distribute the volume. At the end of the test, Teleperformance demonstrated the best results.

**“Beyond performance, we benefit from a partner that listens to our needs, meets our expectations, and has the necessary resources.”**

## A true sharing of expertise and best practices



The Teleperformance Customer Experience Lab (CX LAB) is an innovative center dedicated to researching global trends in customer interaction with businesses as well as consumer trends and preferences by country, segment, and generation. It also generates insights and highlights opportunities for companies to improve their customer experience strategy.

Since the beginning of the partnership in 2014, Robert has been delighted with the value he has created through the Teleperformance partnership.

**"The teams are highly efficient and challenge us, while sharing their skills and areas for improvement. In addition, we benefit from the research and expertise of the CX LAB (Teleperformance Customer Experience Lab), which provides analyses of the insurance sector and various benchmarks around client paths in P&C or healthcare. We are aligned in sharing and building experience, and not just in operational management," says Robert.**



## Flexibility and versatility

During the Covid-19 containment period, Groupama decided to suspend certain activities for image reasons and to reallocate certain missions. "Teams have been able to absorb, slow down or maintain as needed. They've shown great flexibility and have remained attentive to our problems. This is also the strength of this partnership," he

concludes. Teleperformance was able to deploy telecommuting solutions in record time while respecting our employees' security commitments and Groupama's commitments to data protection.

## About Groupama

Groupama is one of the leading mutual insurance groups in France, developing its insurance and services activities in ten countries. The group has 12 million members and customers and 31,500 employees worldwide, with revenue of 14.4 billion euros for 6.5 million clients and members. In the French market, the group is present in insurance and banking with two main brands, Groupama and Gan. Groupama is the generalist and local brand in France, distributed by the Regional Banks network. Historically the insurer of business creators, SMEs and professionals, Gan is the preferred insurer of all those who undertake, in their private and professional lives.





## Solutions deployed for Groupama

- Protection and Individual Savings/Pension Customer Service
- Health and Retirement Customer Service
- Social Security for Business Owners Customer Service
- Remote sale of individual protection products
- Life Insurance Arbitration Unit
- Back Office activity:
  - management of borrowers' insurance contracts,
  - management of social security for business owners.
  - hospital care, dental estimates,
  - entry of enrollment forms
- Taking appointments with clients holding group retirement contracts for general agents in the context of the Pacte Act
- Collection
- Voice of the Customer Analysis Solution, TP Interact,
- Supporting companies to their nominative social declaration
- Telecommuting solution, TP Cloud Campus

## Results and Benefits

- Ability to set up labs/POCs to validate ROI before industrialization
- Managing seasonality and peak activity
- Ability to manage business continuity by implementing a sustainable telecommuting solution (COVID-19)
- Analysis, reporting and recommendation as part of the partnership
- Insurance expertise for the centers' operational teams via the deployment of TP Academy training (CAPA 3 and CAPA 1)
- Center 100% RGPD, DDA, Health Data, and PCIDSS compliant
- Sharing best practices and TP benchmark for customer experience (CX LAB)
- Additional sales and arbitrage targets exceeded every year
- 10/10: Score for partnership satisfaction







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