Lightico helps Madanes Insurance close 50% more policies on the first call, slashing its cycle time by 80%

Overview

Like many insurance providers, Madanes agents spend more time chasing insurance forms and signatures than actually providing advice and guiding their clients. But with Lightico's real-time, smart-forms and 'while you speak' digital signatures, Madanes has eliminated countless followup calls, enabling agents to focus their time and energy on helping clients get the insurance policy they need.

In the past, Madanes agents used to redirect prospects to their email inboxes, to await the receipt of forms that would then have to be printed and signed. This cumbersome way of doing business led to an endless series of calls made and days lost.

Today, Madanes's agents are using Lightico to sign important documents while on a customer service or sales call. Lightico's in-call smart-forms and eSigning have **reduced average customer processing time by 80% and improved first contact resolution by 50%.**

With Lightico, Madanes has eliminated customer frustration and the confusion that's all too common with insurance forms. As a result, Madanes has enabled its agents to ditch signature chasing to concentrate on advising and selling. Today, Madanes agents are selling more policies, getting them signed faster. Customers and agents alike have never been happier!

"Many customers do not differentiate between insurance providers and their offerings. As such, our service has become a core differentiator for us. To drive our business growth, we rely on our phone agents to identify, and then seamlessly and efficiently service those customer needs."

Michal Lissauer,
Madanes Insurance CTO

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Key Results

With Lightico baked into its Microsoft Dynamics, agents **have been able to slash their turnaround time by 80% and are boosting first call resolution and sales by 50%.**

As a powerful byproduct of adopting Lightico, Madanes has seen its customer retention rates shoot up while referrals have grown by 300%. Customers are now more informed about their policies and more comfortable renewing with Madanes. And these benefits have had a welcomed multiplier effect: current customers are introducing Madanes to their friends as a 'thank you' for the speed and professionalism of service that's now being delivered.

↓ **80%** Reduced **TAT**	↑ **50%** Higher **FCR**	↑ **300%** More **Referrals**

> "Our agents are thrilled to be chasing less and signing more customers. The technology has removed the worst part of our team's work — the paper chase — and focused our agents' time on helping customers. Thanks to Lightico, we are tailoring the right products to the right customers and are able to deliver our professional excellence in real-time. The results show. More customers and more satisfied customers."
>
> Michal Lissauer, **Madanes Insurance CTO**

About Lightico

Lightico's real-time customer collaboration platform empowers your agents to collect forms, documents, e-signatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions in the last mile of the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.