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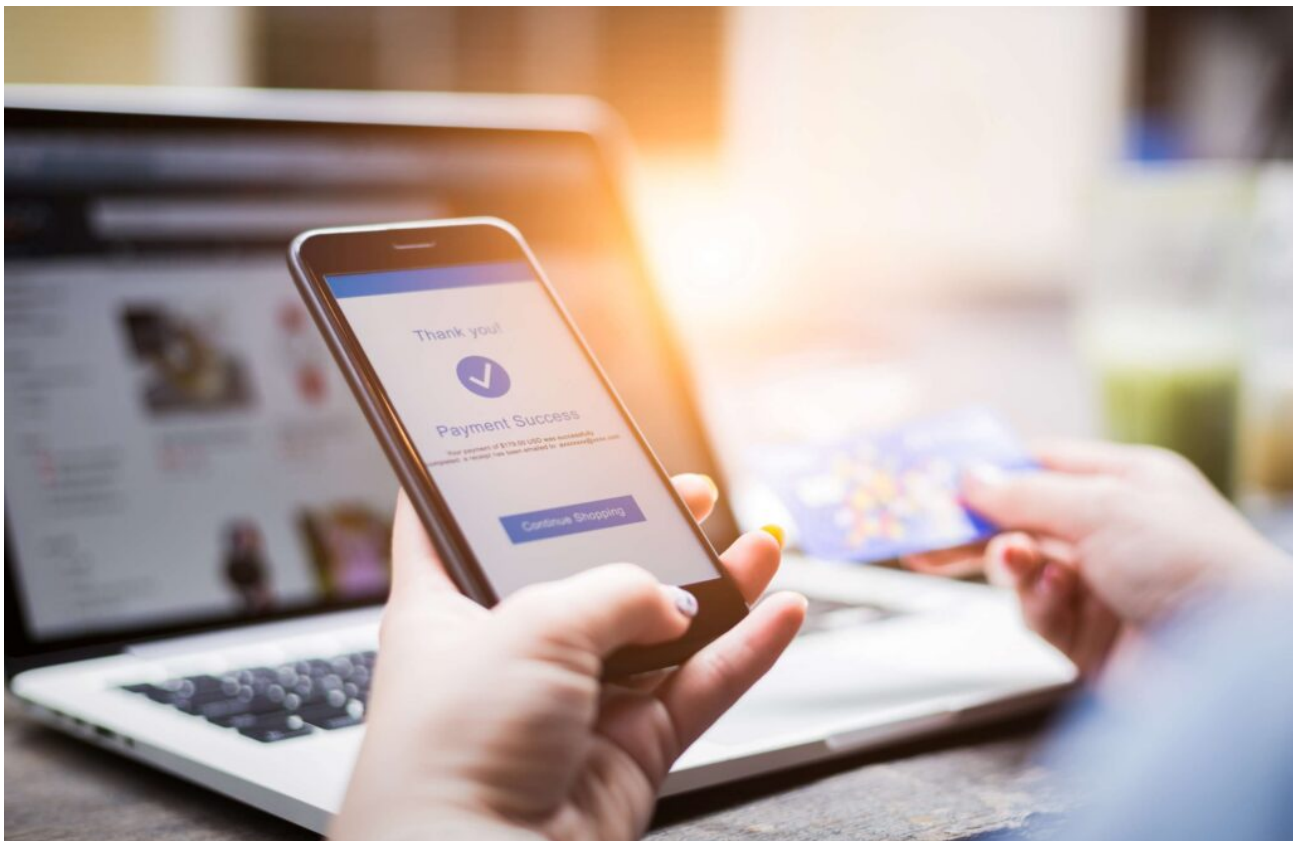
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15 September 2021 | Customer Communication Tomorrow

Bancassurance: How Banks Can Win and Retain Customers



Traditional banks and financial institutions are under great competitive pressure: the low-interest phase is causing a drop in sales, and the PSD2 directive has opened up the market to new providers. With new insurance offers, the institutions can expand their services in order to retain customers and win new ones. Majorel's Insurance Navigator helps bank consultants provide targeted advice.

It makes sense for banks to cooperate with insurance companies and thus offer their customers an extended range of services for two reasons. Firstly, many banking products are already closely linked with insurance companies. An example of this would be when financing is secured by taking out a life insurance policy. Secondly, end customers appreciate the convenience of receiving many services from a single source and having only one contact person. The trend is towards holistic providers offering good service and good advice.

However, the consultation with customers on their individual insurance policies can be challenging for both sides. This is because the advisor must first obtain an overview of the customer's life situation and the existing insurance policies. Even if the customer has the information well-organized, this is often time-consuming and prone to errors.

A Solution within Minutes

This [problem is solved by Majorel's Insurance Navigator](#). The new solution makes use of the PSD2 account interface to capture payment information – of course, upon request and with the account holder's consent. Then, the powerful algorithm analyzes the data and prepares it for the consultation: Insurance policies are automatically filtered out and assigned to categories such as possessions and property or retirement provision.

The platform solution also analyzes the customer's life situation. All of this can be done in a face-to-face meeting or remotely via video conferencing. After just a few clicks, the customer and the advisor can see which insurance policies are currently in place and which additional coverages are recommended. This overview containing all the important information and recommendations can be downloaded as a PDF.

Optimal Advice, Satisfied Customers

The Insurance Compass helps banks expand their range of services and advice in order to strengthen the loyalty of existing customers and win new ones. The Majorel solution not only ensures that all the necessary information is available during the consultation, but it also significantly shortens the duration of the consultation. This increases the frequency of consultations and at the same time improves the quality of advice – an added value for all sides.

Tags for this article

[Future customer](#)

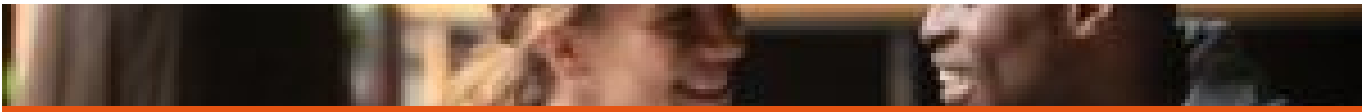
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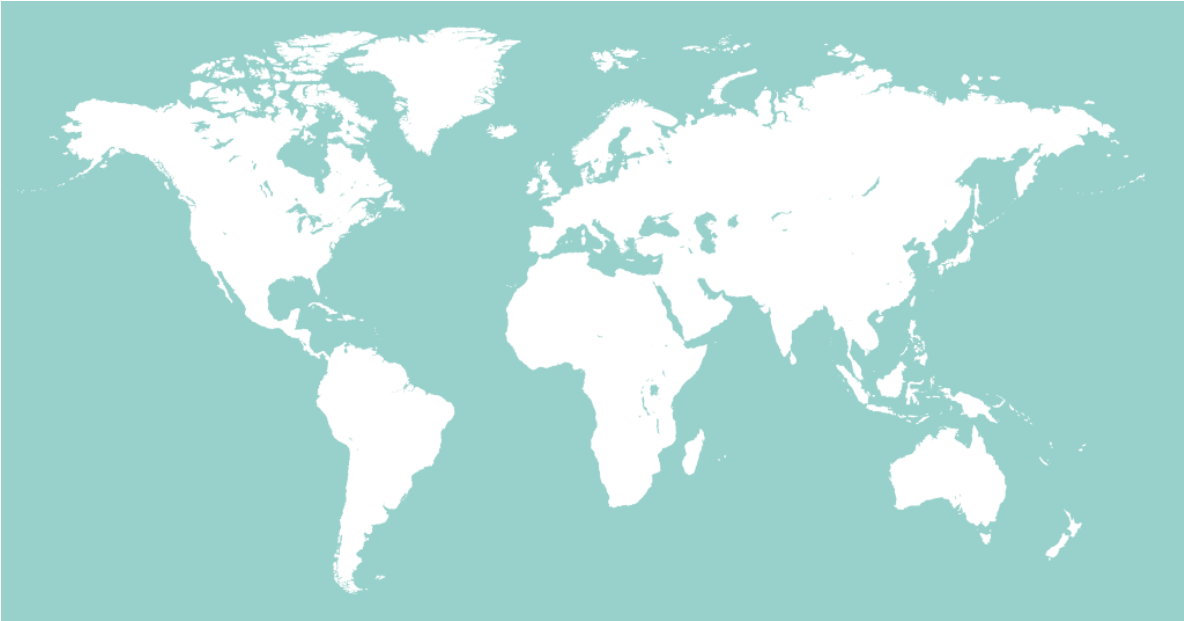
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WHAT'S NEW

22 November 2021

Majorel Agrees to Acquire Leading Independent Nearshore Customer Experience Provider In Turkey

Majorel Group Luxembourg S.A. today announces that it has signed a contract to acquire Mayen Telekomünikasyon Hizmetleri A.Ş., one of Turkey's leading independent nearshore CX providers. The expected closing date for the transaction is December 31, 2021, subject to anti-trust approval, and will then be effective as of January 1, 2022.

[Read more](#)

4 November 2021

Majorel Group Luxembourg S.A.: Trading Update for Q3/9M 2021


Majorel Group Luxembourg S.A. announces selected Q3/9M results for the period ended September 30, 2021. This is the first trading update from the Company following its private placement and listing on Euronext Amsterdam stock exchange on September 24, 2021.

[Read more](#)



Photo from @majorel-global on LinkedIn on null at 11/24/21 at 5:30PM

on LinkedIn

 Majorel Armenia is one of the youngest sites in Majorel and we've seen incredible growth and success in the last years. We've asked Gary Aghabekian (Country Director) to give us an overview of the business in Yerevan and a glimpse into what the future holds. 🙌

"Customer support is of the utmost importance to our global clients; finding the balance between technology and the human response is where we excel. Our people have the opportunity to create a career utilising their hard-earned language skills and upscaling these in-house to become international customer support specialists for our global clients. Our aim is to become the largest multi-language business in Armenia, and continue growth to ensure a sustainable future for our employees. In our second year of Operations in Yerevan, and with +400 employees, the enthusiasm and positivity within the office is better than ever. In Majorel we care about each other – and this is how it should be."

Thank you Gary and team for all the amazing work so far, we look forward in seeing how the Majorel Armenian story unfolds! 💙

#oneMajorel

WE SPEAK YOUR LANGUAGE. AND WE'D LOVE TO HEAR FROM YOU

Please get in touch

Driven to find a way.