

The Telstra logo is positioned in the top right corner of the image. It features the word "Telstra" in a bold, white, sans-serif font, with a blue circular graphic element to the left of the letter 'T'. The background of the entire page is a photograph of three people in a professional setting. A woman with long brown hair, wearing a white cardigan over a dark top, is smiling and looking at a tablet. A man in a white shirt is leaning over her, also smiling, and pointing at the tablet. Another man in a dark suit is partially visible on the right, looking towards the tablet. The scene is brightly lit, suggesting an office or meeting room environment.

Budget Direct Insurance

Producing next-generation
customer service for
Budget Direct Insurance

Case study

Budget Direct Insurance

It pays
to choose

**Budget
Direct** insurance

[Budget Direct Insurance](#), part of Auto & General (Southeast Asia), is a Singapore insurance company offering car, motorcycle, and travel insurance. The Auto & General (Southeast Asia) group of companies is part of a greater international insurance group which provides insurance solutions for millions of policyholders worldwide.

Budget Direct Insurance's customer contact centre was facing business agility, performance, scale, and customer service challenges when operating on a legacy system through a previous managed service provider.

Looking to improve efficiency and response times, its infrastructure and security teams engaged Telstra to digitally modernise their customers' experience as part of a wider business transformation.



Before we engaged with Telstra, the challenges we faced included functionality and the ability for us to move faster. We didn't have access to data that we needed, it was difficult to make change requests, and there were delays in the support we received from our legacy provider.

Poh Lian Ong
Head of IT
Auto & General (Southeast Asia)

Partnering to deliver a customised solution

Telstra, with partners Genesys and Microsoft, were able to identify the customer's needs early in the process, designing an end-to-end software as a service (SaaS) based unified communications solution leveraging Telstra Calling for Microsoft Teams with Telstra Contact Centre Genesys Cloud.

Telstra Contact Centre Genesys Cloud provides an omni-channel experience to Budget Direct Insurance's customers and enables analytic features across a variety of communications platforms. This includes voice, email, web chat and social media with metrics to help manage teams and deliver informed business decisions.

This solution leverages a 20-year partnership between Telstra and Genesys that centres on equipping agents with the tools they need to offer an enriched customer experience.



The Telstra and Genesys system provides us with much greater capability compared to our previous solutions. In addition to call routing, it provides us with integrated outbound campaigns and the capability for other digital campaigns such as WhatsApp or chat within the one platform. This allows our teams to have better engagement with customers as a result.

Rose Liau
Senior Manager, Customer Care
Auto & General (Southeast Asia)

"In our business of insurance, a critical factor also lies in being able to keep a record of our communications with customers to ensure compliance and regulation. Previously call recording was a major headache for IT, but this new system provides us with much greater confidence."

Identifying the customer's existing familiarity with Microsoft 365 cloud services meant that the adoption of Telstra Calling for Microsoft Teams was a straightforward transition, and Budget Direct Insurance is supported through best-of-breed cloud technology to continue to grow its customer service offering.



The cloud-based subscription models provide more flexibility and scale to respond to the changing needs of the business – allowing enhancements and upgrades to meet market demands. It also ensures that the customer service specialists and back of house support staff for Budget Direct Insurance in Singapore, and those at [EasyCompare](#), a non-life insurance broker operating in Thailand which is part of Auto & General (Southeast Asia), are empowered to work from a wide range of locations.

Delivered through a single integrated provider

The end-to-end Telstra Contact Centre Genesys Cloud solution combines a world leading cloud-based contact centre platform with a highly resilient network, voice infrastructure and professional services.

The new offering is integrated with Microsoft Teams and was provisioned by the Telstra Purple team across Singapore and Thailand. It includes application, SIP trunks and network configuration with end-to-end SLAs and assurance across all solution components to provide a seamless adoption and management process.

As a result, Budget Direct Insurance is continuing to explore other ways in which they can be adopting tailor-built solutions including security and additional modern workplace services with Telstra as a primary digital transformation partner.



The team are fantastic to work with and have been able to facilitate our requests, including anything urgent. This is the first phase of our implementation, and we're already seeing the impact it has across the business. Not just from an IT perspective, but also within the customer contact centre.

Koji Yung

Manager, Infrastructure and Security
Auto & General (Southeast Asia)

“Telstra provides a single point of contact for this end-to-end contact centre solution. It is feature rich and offers quality of service with insights that we can share across the company, including with our business leaders, to help us make informed decisions that will drive our business forward.”

Contact your Telstra account representative for more details.

 tg_sales@team.telstra.com  telstra.com/global