



One of Canada's leading financial institutions uses Coveo Enterprise Search solutions to unlock the true value of its knowledge capital and keep its customer satisfaction rates among the highest in the industry

Industry: Insurance and Financial Services

Customer: SSQ Financial Group

- Financial institution offering products and services in five sectors of activity: Group Insurance; Individual Insurance; Investment and Retirement; Property and Casualty Insurance; Realty Management, Promotion and Development
- \$4 billion worth of assets under management
- Over 1,500 employees, headquartered in Quebec City, with offices in Montreal and Toronto

Objectives

- Increase employees' success rate of locating information
- Improve customer service further by providing quicker access to information
- Make optimal use of knowledge assets for the business needs of the various departments
- Unify search results of selected sites outside of the intranet

Solution

- Coveo Enterprise Search for intranet (Microsoft Office SharePoint)
- Coveo Professional Services

Results

- Provides employees with approximately five times the amount of pertinent search results in a user-friendly, single access point to the information.
 - Optimized customer service by providing access to relevant information which cut down response time
 - Increased operational efficiency by fostering a culture of knowledge-sharing and collaboration
-

Customer Success Story

With over 900,000 policy and contract holders, SSQ Financial Group stores a considerable amount of documents in their IT systems, and in particular, their intranet. As the company is growing, the number of documents is set to grow at a rapid pace in the coming years.



SSQ Financial Group – Thriving on Mutual Trust

SSQ Financial Group has been serving its customers in the private and public sectors, as well as individuals, for more than 60 years. Today, they serve over one million clients and provide jobs to over 1,500 employees.

SSQ's broad range of knowledge and skills enables them to offer quality products and services adapted to meet the needs of its clients.

In today's volatile and uncertain economic environment,

“ The use of Coveo's search tool has improved the user experience on SSQ's intranet. The comments we have received, as well as the success rate of searches conducted indicates that the objectives we envisioned were reached in little time. ”

Pierre-Aubin Grégoire
Manager, Intranet and
Information Resources
SSQ Financial Group

it is of the utmost importance to provide financial security and ensure a high level of trust with customers. SSQ excels in providing high-quality customer service and innovative product development for insurance and investments. SSQ Financial Group's employees are qualified, committed and motivated, accomplishing their work with precision and efficiency.

Paying attention

to detail and responsible actions make them a highly sought-after partner.

SSQ, Life Insurance Company Inc., the Group's principal company, is recognized as a leader in the group insurance industry and stands out by its great vitality and expertise in the investment and retirement sector.

The Group is also a rising star in home and auto insurance (SSQ General Insurance Company Inc.) and realty management (SSQ Realty Inc.).

Looking to leverage existing IT assets and systems, and boost collaboration and knowledge-sharing

Wanting to tap further into its knowledge database through their intranet, SSQ's IT department was looking to improve their search functionality and document management. By the same token this would bolster the use of their intranet as a knowledge sharing tool, as it stores a large number of corporate and collaboration documents.

Having conducted research on a number of solution providers, SSQ elected for a proof of concept of Coveo Enterprise Search, which allowed their team to try the solution first-hand before any purchase was made. Coveo's solution proved to be secure, fast, with optimal indexing and offered high relevancy in returned search results.

By implementing an enterprise search solution, SSQ wanted to gain instant and secure access to vital business information. The use of facets was also planned in order to index internal information and therefore improve the success rate of search.

Customer Success Story

In selecting a solution, SSQ looked for a product that maintained the intranet's security, offered fast results indexed by relevance, multiple facets to drill down and classify information and present results with the search

“ Thanks to Coveo's search engine our process framework and standards are securely and readily available. ”

Pierre Beaudoin
Advisor to the Senior VP
Technologies and Material
Resources
SSQ Financial Group

terms underlined so customer service could quickly find the information they need. Further, as a company that operates in both French and English, the solution would also have to be bilingual.

Other factors in the decision to implement

Coveo's solution were the ability to deliver a bilingual solution and the quality of the product and services, in particular the availability and professionalism of Coveo's staff to ensure that the solution's abilities were being maximized and other data sources were being integrated.

Providing nearly five times the amount of pertinent search results makes for a higher return on human capital and optimized customer service

In 2005, after meeting all of SSQ's criteria during the proof of concept, Coveo's solution was implemented. Since that time, the Group's intranet has evolved into a valuable knowledge sharing and collaboration tool, providing employees with quick access to the information they need, indexed by relevance with search terms underlined so the user can quickly survey the list of results. In implementing Coveo's solution, SSQ gained a secure search tool for their intranet, increasing synergy and effectiveness amongst employees.



3x Increase in stored documents

4x Increase in successful searches

5x Increase in searches conducted

1,000 Employees using search daily

As search has become easier at SSQ, employees now use the intranet more, with a 300% increase in stored documents and a 500% increase in search. With instant and secure access to a single version of the truth within this wealth of information, the Group is able to optimize its internal knowledge.



Contact Coveo:

Sales:

1 800 635-5476 (US/Canada toll-free)
00 800 2673-7642 (International toll-free)

Analysts, Investors and Media:

T: 514 905-5093 x228

► www.coveo.com