

# Gryphon Ensures Consistent Compliance for Insurance Giant

## Industry

Insurance

## Employees

10,000+

## Solution

Gryphon ONE for Compliance

## Use Case

Compliance Risk Mitigation

## Channels

Telephone

SMS/Text

## Business Process

15 Calling Campaigns

7,000+ Locations Across U.S.

60,000+ First- and Third-Party Agents

Outbound Sales Campaigns to Customers and Prospects

Outbound Sales Campaigns to Small and Medium-sized Businesses (SMBs)

Outbound Non-sales Campaigns to Customers and Prospects (inquiries, service, claims processing)



## Background

A Fortune 100 Property & Casualty insurance carrier faced multiple challenges centered around manual lead processing, contact compliance, and overall operational efficiency. With thousands of network partners and third-party BPO vendors nationwide, they needed a centralized approach for automating lead processing while enforcing complex compliance regulations and business requirements, regardless of office, calling agent, and outreach campaign.



## Challenge

The carrier's primary challenge was manually processing leads from a variety of sources, which was labor intensive and time-consuming. Specifically, the company needed to enforce DNC and TCPA compliance and business-specific rules across 15 distinct screening profiles (i.e., calling campaigns) for leads flowing through their in-house lead management platform. This platform allows agents to bid on leads and work them within specific cycles, making it crucial to their operations and sales efficacy.

Additionally, the insurance giant needed a solution that could seamlessly integrate with their existing platforms and systems of record. These integrations were vital for a consistent agent experience.

Finally, the solution needed to provide comprehensive reporting capabilities to validate usage and respond to any inquiries promptly.



## Solution

The insurance giant selected Gryphon ONE for Compliance to empower consistent contact compliance enforcement for all their first- and third-party agency networks, contact centers, and BPOs. Gryphon ONE's comprehensive solution automates DNC and TCPA rules throughout their in-house lead management application, empowering centralized contact compliance management across disparate systems.

The solution also features detailed contact compliance validation, enabling agents to understand when and why a call was blocked. This facilitates more efficient outreach by allowing agents to differentiate between "hard blocks" (e.g., calling a wireless number without express written content) versus "soft blocks" (e.g., calling outside of legal calling hours) to improve overall sales effectiveness.

Finally, Gryphon ONE's flexible platform supported multiple integrations and access methods, including API and SFTP, meeting the diverse requirements of network providers and third-party partners.



## Results

The implementation of Gryphon ONE for Compliance allowed the company to realize a better customer experience, improved customer service, and more responsive customer engagement.

- Through the company's in-house lead management application, Gryphon AI ensures all leads are compliant, providing a seamless agent experience and maintaining robust audit trails across different technologies.
- Gryphon ONE's centralized compliance platform facilitated more effective selling, by automating lead processing and enforcing complex compliance requirements across all offices, calling agents, and campaigns.

The company is exploring future strategic initiatives as well, including:

- Real-time conversation compliance to ensure agents comply with all regulations and internal standards during the call
- Identifying supplementary strategies that would allow them to legally reclaim previously suppressed records to maximize reach and revenue potential



## Why Gryphon AI?

### Enterprise-Grade Risk Management

Gryphon ONE's comprehensive solution seamlessly embeds into all the provider's first- and third-party outbound outreach. In addition to enforcing DNC and TCPA compliance and business-specific standards, Gryphon ONE for Compliance also provides detailed reporting capabilities, enabling transparency and accountability across all communication efforts.

### Centralized Compliance Management

Gryphon ONE's centralized compliance management removed the burden of enforcing complex regulatory and business-specific requirements at the office and agent levels, increasing the ease of doing business with them. The automated solution empowered the carrier to focus on key business operations, rather than compliance.

### Seamless Integrations

Gryphon ONE's centralized compliance management integrates effortlessly with the P&C giant's extensive platforms and systems of record, ensuring that the agent experience remains unchanged, regardless of access method. This minimizes disruption and ensures that agents can continue their work without having to adapt to new processes or systems.

### Consultative Partnership

By choosing Gryphon, the company has a partner that understands their challenges and provides tailored strategies for addressing them. With Gryphon AI, the P&C insurance leader can focus on effective sales and customer engagement, knowing that all compliance needs are being met.

## About Gryphon AI

Gryphon AI is the gold standard for Intelligent Contact Compliance. The Gryphon ONE platform safeguards businesses from costly regulatory risks and unnecessary constraints on audience reach by delivering real-time insights and automated protection across every interaction.

Contact **(866) 665-2670** or **[sales@gryphon.ai](mailto:sales@gryphon.ai)** to learn how Gryphon ONE can benefit your organization.