



PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)



PegaWorld
JUNE 7-9 | LAS VEGAS



Aflac's Call Center Revolution

From Legacy to Lightning-Speed Service

Chris Canavan
*Product Leader, Customer
Service Center*

Yaminah Mitchell
*Director, Customer Care
Center*



**How many clicks
should it take to
send a claim form?**



At Aflac,
it took **42.**



“Sorry for the wait.”

Simple shouldn't feel hard.





Call John back

Policy #12345

Claim forms

Don't forget to call

Follow up ASAP!

Training Tip:

Deadline!

Check status!

Deadline!

Manual Process

Manual Process!

Trust.



**The old system was not
the blueprint.**



A quote from our specialist:

"I began working with the SME team during the introduction of C360 and was **initially hesitant about its use**. C360 has **optimized my productivity** with features like easily accessible claim details presented in a clear format, streamlined identity verification processes, **centralized access** to comprehensive notes/data. All of this located in **one cohesive platform!!** Sending requests to other departments and claim forms has become notably easier, contributing to a more **seamless and effective workflow**. I **challenged myself to gradually rely less on client central** and have since stopped altogether. Now, I find that C360 to be a valuable tool that **significantly simplifies my daily tasks.**"

Deja (Customer Care Specialist)

“I was initially hesitant about its use”

“I began working with the SME team during the introduction of C360 and was **initially hesitant about its use**. C360 has **optimized my productivity** with features like easily accessible claim details presented in a clear format, streamlined identity verification processes, **centralized access** to comprehensive notes/data. All of this located in **one cohesive platform**!! Sending requests to other departments and claim forms has become notably easier, contributing to a more **seamless and effective workflow**. I **challenged myself to gradually rely less on client central** and have since stopped altogether. Now, I find that C360 to be a valuable tool that **significantly simplifies my daily tasks**.”

Deja (Customer Care Specialist)

“One cohesive platform”

“C360 optimized my productivity”

“I stopped using Client Central altogether”

Trust had to move
both ways.



Six months to
Six weeks.



Ready sooner.
Confident earlier.





Customers hear Confidence.

They feel presence, not pauses.

Presence is powerful.



Trust is the platform for what comes next.





Knowledge Buddy
Answers in the moment



Voice AI
More room to be human



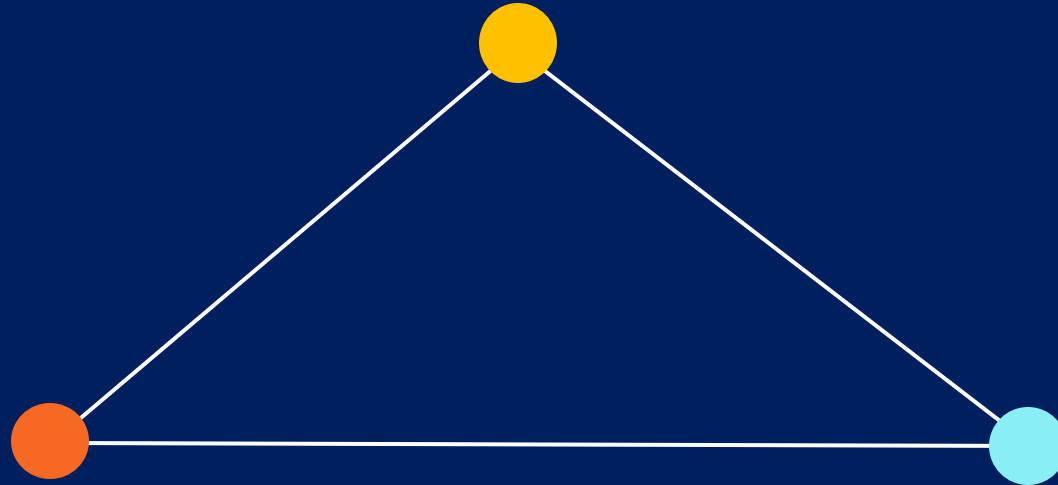
Agentic Servicing
Autonomy needs trust

**Complexity rarely announces
itself as a problem.**

FIRST

Start with the people.

Watch where the friction lives.



THIRD

Trust over compliance.

Transformation happens by choice.

SECOND

Simplify before you automate.

Don't recreate complexity.

57 Seconds
\$3 Million



5 Clicks
88% Reduction





PegaWorld

JUNE 7-9 | LAS VEGAS

[PEGAWORLD.COM](https://pegaworld.com)