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Laurie McCabe

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From Single Telephone Numbers



News Release

French Insurance Agents use Aastra Video to Connect Expert Advisers with Customers

Released: 26th February 2013
Publisher: Aastra UK & Ireland

Since using the Aastra BluStar 8000i Desktop Media Phone at its head office and six agencies in France, AssurAlliance has improved client satisfaction, increased response times and enhanced its image by introducing video communication between customers and its expert advisers.

AssurAlliance is a group of general agents offering insurance, savings and investments products. With 10,000 customers and 20,000 contracts, AssurAlliance is one of the most important AXA general agents on the French market.

With the Aastra BluStar Media Phone, AssurAlliance agencies can combine their local presence with easy access to their expert advisers, even remotely. When visiting their local agency, customers can discuss their queries face-to-face via video communication with advisers who might be in a different location. With high definition sound and video, customers can enjoy the benefits of personal contact while experts can also see if the customer needs further explanation on a specific point.

Vincent Fouque, Business Market Manager at AssurAlliance commented: "It's a real asset for our experts to be able to communicate via video with customers who have a precise saving or insurance need. Our customers are able to see who they are talking to and get immediate responses to their enquiries. This innovative and effective form of communication has definitely helped to strengthen AssurAlliance's brand image. It's a tool our customers like a lot."

"We only have 21 employees and wanted a high quality video solution without having to spend huge amounts of money. We found the perfect answer to our requirements with Aastra. Aastra BluStar is ideal for SMEs – it's simple and intuitive to use and easy to deploy."

Bernard Etchenagucia, Managing Director Aastra France comments: "We are delighted that AssurAlliance has been able to improve its customer experience as a direct result of using Aastra BluStar at all of its offices. Our BluStar 8000i media phone uses the latest in video and communications technology to enable a natural high quality video experience. It has been designed to enhance the way that organisations communicate and collaborate and can be fully integrated with Aastra call managers."

The Aastra solution was deployed by local systems integrator, Trees Telecom.

For further information on Aastra's BluStar solutions, visit <http://www.aastra.com/blustar-application-server.htm>

[Further information \(external website\)](#)

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