



## FARMERS INSURANCE

**Farmers Insurance** is America's largest insurer of vehicles, homes and small businesses and provides a wide range of other insurance and financial services products. With 48,000+ exclusive and independent agents and nearly 21,000 employees, Farmers is proud to serve 10 million+ households across all 50 states. The company aims to put customers first and provide the kind of personalized attention that is the hallmark of the Farmers experience.

Increased  
productivity by 40%

Created a streamlined,  
flexible customer  
contact process

Provided a customizable,  
memorable customer  
experience

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# With Vonage Contact Center, Farmers Insurance Ensures Great Customer Experience

As a Farmers Insurance agency owner, **LaTasha Baucham** is dedicated to providing a personalized, reliable, and memorable customer experience - and she knows that this is the secret to success. In just two years, her Florida-based agency has more than doubled its number of employees, a testament not only to the power of a great brand like Farmers, but to the importance of superior customer connections. Leveraging **Vonage Contact Center**, deeply **integrated with Salesforce**, has allowed Ms. Baucham's team to spend less time worrying about how they will connect with customers, and more time focusing on how they will best be able to serve them.

Baucham notes, "We've made strategic investments in our communication systems with Vonage and Salesforce, because customer service is very important to what we do and we take it very seriously."

*"I recently switched to Vonage from another provider and it was the best decision I could have made. Vonage Contact Center is amazing - it has streamlined my processes and increased my team's productivity by 40% in a short period of time."*

**- LaTasha Baucham**  
Farmers Insurance Agency Owner

Strategic, automated processes lead to reliable, effective customer interactions. Businesses that rely on customer connections to survive and thrive need to be able to adjust and design a process that meets their customer expectations.

"If there's one thing I've learned, it's that follow up and customer connection is very important in this business," Baucham said. "There are a lot of agents that are saying they offer the same thing. There are a lot of brands that say they offer the same thing. What differentiates you from others?"

After making an investment in and commitment to the Salesforce CRM, it was important to find a contact center solution that integrated with Salesforce in a native way, making life easier for the agents.

"Moving to Vonage has saved us a lot of money and a lot of time. By allowing the brilliance of Salesforce to work with the efficiency of Vonage, my team is able to work smarter, not harder," said Baucham. "Now we have more time to focus on driving sales, building rapport, building a pipeline, managing our customer interactions and ultimately providing a great customer experience."

Customers today expect to communicate with companies when they want, in the mode that they choose, wherever they are - and they won't accept it any other way. With Vonage Contact Center, the Baucham Group team puts the power into the hands of the customer - they can choose to wait on hold, to schedule a call back at a specific time that works best for them or to communicate via email/text.

"Using Vonage Contact Center for Salesforce, we can build reliability and stability into our customer connections," Baucham explains. "As an insurance agency we need to project that kind of security and support in everything we do. It's crucial that we are meeting the customer where they are, how they want to do business, and when they want to do business. Vonage and Salesforce empowered me to not only give my team the tools to be successful, but to also give our customers an excellent experience."



Vonage, a global cloud communications leader, helps businesses accelerate digital transformation. Vonage's Communications Platform enables integration of APIs into existing products, workflows and systems. Vonage's fully programmable unified communications and contact center applications are built from the Vonage platform and empower companies to transform how they communicate and operate.

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