



Dongbu Insurance Co. Ltd.  
Seoul, South Korea  
www.idongbu.com

**Industry:**

Financial Services

**Annual Revenue:**

\$3 billion

**Employees:**

More than 10,000

**Oracle Products & Services:**

Oracle Interaction Center  
Oracle TeleService  
Oracle TeleSales  
Oracle Marketing  
Oracle iSupport  
Oracle Database  
Oracle Real Application Clusters

**Implementor:**

Oracle Consulting Services

**Dongbu Insurance Co. Ltd. Saves 40% with Web-Based, Integrated Customer Service**

Dongbu Insurance Co. Ltd., established in 1962 as a local automobile insurer in the South Korean market, now sells all types of insurance including marine, aviation, building, machinery, title, and worker compensation policies. Dongbu has maintained its position in the South Korean automobile insurance industry by consistently implementing advanced IT and customer service applications. In 1981, Dongbu established the first computer system in the local insurance market, and in May 2000 it opened its Web site to virtual shopping and an online chat room.

**Challenges**

- Provide seamless customer service across all interaction channels to support customer retention and revenue growth
- Increase the scalability of Dongbu's IT infrastructure
- Reduce operational costs

**Solution**

- Implemented Oracle E-Business Suite applications for customer relationship management to create an intelligent interaction center—with Web-based capabilities—that allows Dongbu to provide seamless service, evaluate agent performance, increase operational efficiency, and enhance marketing opportunities
- Reduced call center operating costs by 40%
- Increased profits by integrating Oracle Marketing with an existing application to generate new business, consolidate customer information, and control administrative costs
- Enhanced customer satisfaction by providing users with seamless system failovers that ensure 24-hour availability
- Standardized customer data from several sources into a single view, improving data analysis and cross-selling and up-selling capabilities
- Gained the ability to launch one-to-one marketing campaigns, which have generated \$2.5 million per month in new policy revenue