



Modernizing Insurance Operations with Intelligent Automations

A rapidly growing insurance provider needed to scale a remote-first, gig-based contact center while maintaining compliance, performance, and customer trust. ETS Labs delivered an AI-powered solution that streamlined operations and empowered leaders to manage distributed teams with confidence.

The Real Challenge: Tech Chaos Behind a Bold Vision

➤ Remote Setup

No unified **system for dialing, routing, and managing remote agents**

➤ Tech Dependency

Fragmented third-party tools with no integration or support team

➤ Performance Management

No real-time visibility into **agent performance or quality**

➤ Process Automation

Manual, **error-prone processes for onboarding, scheduling, and QA**

➤ Scalability

Model couldn't scale without **process automation and IT support**

The Turning Point: ETSLabs Joins the Mission

ETSLabs became the **tech backbone—integrating tools, automating workflows, and rebuilding performance oversight from scratch.**

We deployed a **remote tech squad with full-stack capabilities** and **embedded QA and coaching systems** tailored for gig agents.

- **Outbound Automation:** Smart Dialer
- **Call Routing:** IVR setup for intelligent distribution
- **Agent Enablement:** Real-time assist tools (**Cresta integration**)"
- **Lead Management:** Integrated platforms
- **Marketing & Web:** HubSpot automation and new website
- **Evaluation:** Determining & recommending the best solutions

Under the Hood: Tech That Made It Happen

Backend and Frontend Development



Database & Hosting



Dialer & Telephony



CMS & Marketing Tools



QA & Analytics Tools



Meet the Innovation Architects

- **Project Managers** – Coordination, delivery, timelines
- **UI Designers** – Responsive, branded web layouts
- **QA Specialist** – End-to-end testing (UAT, functional)
- **Marketing Team** – For HubSpot website development, CRM Management & Social Media Marketing
- **Business Analyst** – Workflow mapping, process alignment
- **Python Developers** – API integrations and automation
- **CTI Engineers** – Infrastructure and dialer setup
- **Backend and Frontend Development** – QA Platform: QEval integration for quality monitoring.
- **Analytics: Numinary** for data visualization and reporting

Results That Moved the Needle

- 24/7 contact availability without hiring more agents
- Faster customer response times
- Reduced IT workload through modern automation
- Delivered within tight timelines and budget
- Scalable tech foundation for long-term growth

Why ETSLabs is the Partner for Your Growth!



Designed for Scale

Smart, simple, flexible systems



Domain Expertise

Deep knowledge of contact center operations



Fast Execution

Speed without sacrificing quality



Strategic Partnership

Beyond tools, a technology ally

What's Holding Back Your Growth?

Whether you're in insurance, BPO, or customer support—ETSLabs helps you build a future-ready tech foundation, fast.

Let's turn your operations into a growth engine.

Reach out today.

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