ABSYZ
a youngsoft company

Building a Next-Generation Outbound & Callback Ecosystem for a Leading US Life Insurer

How ABSYZ engineered a unified Salesforce ↔ Genesys platform powering Sales, Retention & Service at scale.

Strategic Context

Life insurance operations demand precision; live connections, zero missed callbacks, licensed-agent routing, and fully compliant engagement.

Our customer, a leading life insurance provider, needed a modernized, high-volume outbound engine that could unify Salesforce campaigns, Genesys dialer intelligence, and dynamic routing across three business units.

The Stakes

Why this transformation mattered:

High-volume sales & renewal cycles with strict timelines

Need for zero leakage across callbacks & follow-ups

**Compliance-sensitive conversations needing licensed agent routing**

Complex policy lifecycle communications

Multiple business units with diverse outreach strategies
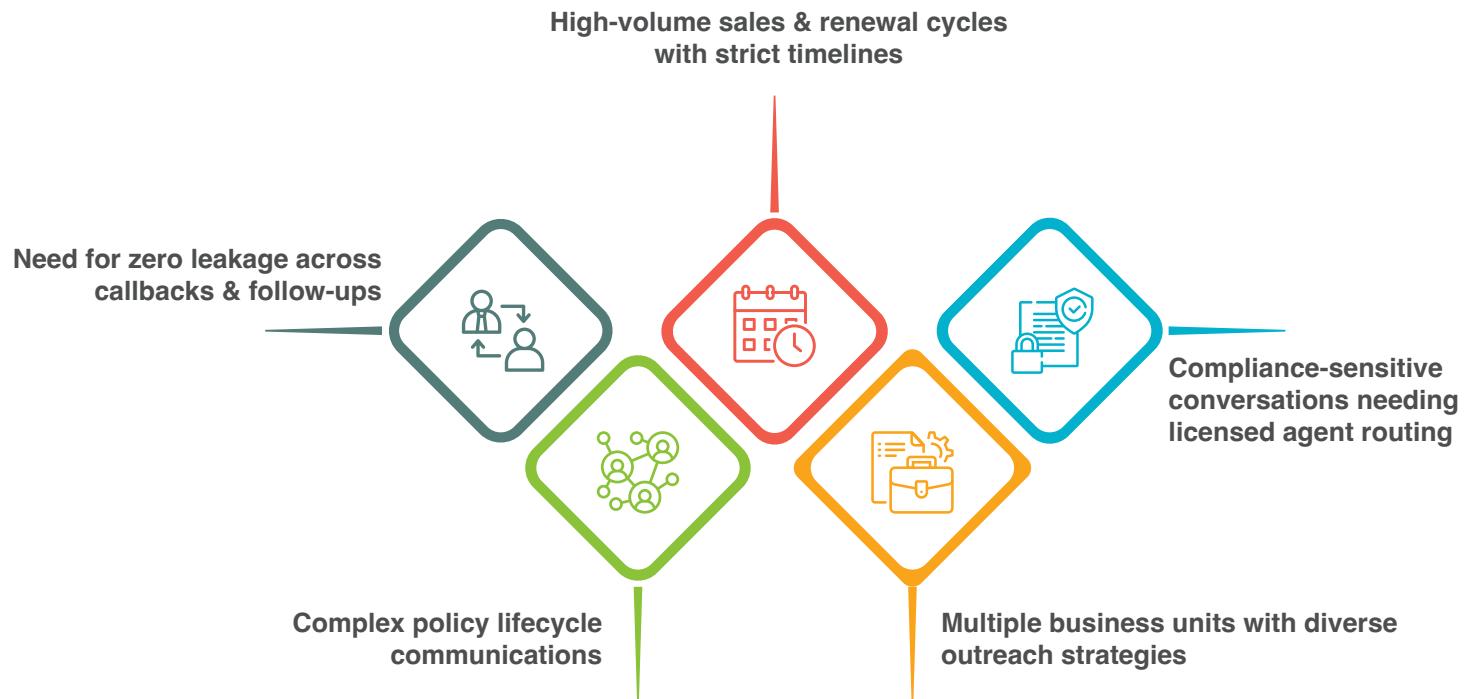
What Needed to Change

The process needed to evolve from manual, siloed outreach to a fully orchestrated, data-driven engagement engine that:

| Predicts who to call | Automates how to reach them | Ensures compliance in every interaction | Scales across products, teams & peak-volume periods |
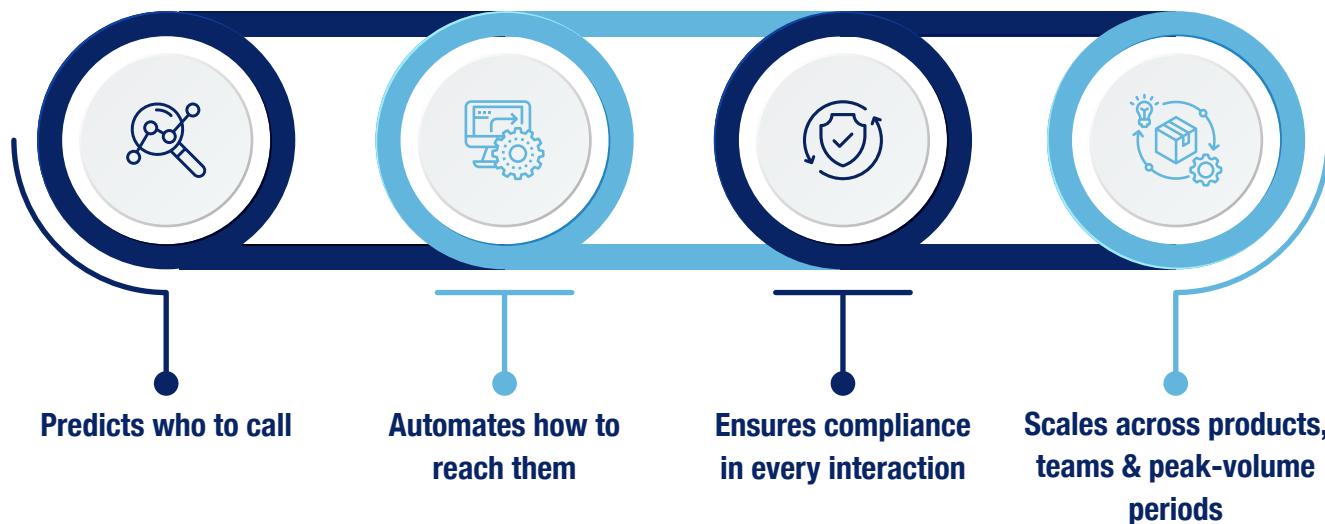
THE ENGINE WE BUILT & THE IMPACT IT CREATED

The ABSYZ Engine

We engineered a multi-layer outbound ecosystem:
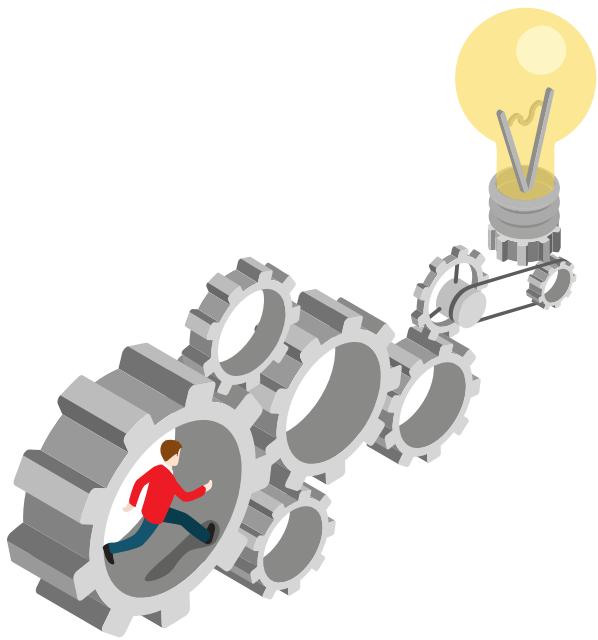
- Unified Salesforce→Genesys campaign orchestration
- Progressive & Preview dialing across three business units
- Zero-leakage callback orchestration
- Skill, license & compliance-based routing
- Intelligent outbound flows, rules & attempt controls
- Daily refresh, retry logic & fault-tolerant sync layer
- Unified wrap-up code synchronization for analytics

Before Transformation	After Transformation
Manual dialing, low connect rates	Agents handle only live, connected calls
Missed callbacks & follow-up failures	100% callback adherence across units
Routing inconsistencies & compliance gaps	Compliance-first routing to licensed agents
No unified view across systems	High-volume, automated outbound cycles
Fragmented operations across DSU, OSR, and SISU	Unified Salesforce + Genesys operational visibility

The Impact

The process needed to evolve from manual, siloed outreach to a fully orchestrated, data-driven engagement engine that:

Precision at Scale
High-volume campaigns run with automated syncs, retries, refreshes & compliance-led routing.

Commercial Lift
Increased contact rates and higher-quality interactions drive measurable uplift across Life, Whole, Universal & Annuity products.

Compliance Strengthened
Licensed-agent routing ensures regulatory adherence across every outbound & callback conversation.

Operational Excellence
Zero leakage, automated callbacks, unified wrap-up syncing, and dialer precision across all teams.

Why This Engagement Sets a Benchmark

This project redefines what's possible for insurers aiming to unify CRM intelligence and contact center precision. ABSYZ delivered a multi-system, multi-unit, compliance-critical transformation with engineering depth, operational rigor, and a scalable architecture, making it a standout benchmark for enterprise outbound modernization.

Transform your outbound, retention & service operations with enterprise-grade precision.

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