

Wesleyan Delivers Exceptional Customer Experience using Verint eg

Customer Success Story

Challenge

Wesleyan is a specialist provider of personal and commercial insurance and financial services. Headquartered in Birmingham, U.K., the organisation provides tailored financial advice and products to select professional groups, notably GPs, hospital doctors, dentists, teachers, and lawyers, as well as other professional groups, together with a range of commercial financial products for the organisations in which they are employed.

Wesleyan has had the interests of its members at its core since it was founded in Birmingham in 1841. Each professional group is served by dedicated financial consultants who work only within a specific segment and have specialist knowledge of their professional customers. The focus throughout is to continuously improve the financial advice, enhance the customer experience (CX), and better utilise resources to drive efficiency.

Solution

Within Wesleyan, the life and pensions business unit has relied on the eg Operational Intelligence® software suite for more than 10 years to control, optimise, and continually improve back-office processes in real-time. The software is helping to improve customer service, operational efficiency, and compliance, while reducing costs by creating additional capacity from existing resources. Meanwhile, the eg operational management® methodology enables Wesleyan to transfer industry best practices to team and departmental managers – and embed operational changes across the organisation.

The Wesleyan underwriting team is a showcase for the use of eg technology. During medical insurance underwriting engagements, for example, the team obtains medical information directly from customers via telephone-based interviews. Analysis of the ensuing management information (MI) – powered by eg Operational Intelligence – has enabled the underwriting team to develop an underwriting decision process that improved the end-to-end CX for practice protection customers. The eg technology also revealed that Wesleyan was providing more comprehensive and specialist medical coverage against its competitors.

Wesleyan's introduction of a "six-hour underwriting decision" for its income protection customers was also achieved through the eg operational management methodology, a process that originally took two days to complete. "This innovative new service was achieved through real-time operational management analytics and has resulted in an exceptional level of service for our customers," explains Valda Mills, underwriting team manager at Wesleyan.



Solutions

eg Operational Intelligence®

eg work manager®

eg principles of operational management®

eg operational data views®



Industry

Financial Services



Region

United Kingdom

Results

- 20% cost savings in underwriting
- 160% over predicted volume of ISA applications processed
- 20% increase in team satisfaction score

VERINT



"The eg solution manages work, people, and end-to-end processes wherever they are undertaken. The technology is making a vital difference at Wesleyan, ensuring we deliver great service – every time and at a lower operational cost."

– Keith Harris, Planning and Reporting Manager at Wesleyan

The operational intelligence and analytics best practices extend to Wesleyan's life and pensions business unit. Operational insight is essential here in order to maintain an efficient operation, and the team uses the eg Operational Intelligence software suite to share timely reports across the business unit. These include:

- Daily KPI report: Uses eg intelligence for dashboard views of telephone call performance, pipeline, aged analysis, complaints, and other key performance indicators, which are presented visually as daily trends to front-line managers. Issues are discussed among the operational managers to implement effective countermeasures.
- Process versatility: Provides a view of team and individual performance and is used to identify improvement opportunities. It also enables Wesleyan to visualise staff competencies and build focused training plans.
- Resource reviews: Monthly dashboards of resource and operational demand to ensure operational issues are identified and remedied.
- Other: Data forms are used to capture information on key customer interactions. These insights into customer decisions are used to further improve the Wesleyan service offering and product features.

Another eg Operational Intelligence use comes from the team that processes ISA new business and top-up applications for Wesleyan investment products. The team manager has used eg to review processes, understand competences, and perform quality checking with a view to improving efficiency and CX. The resultant MI enabled him to very quickly assess risk levels and identify training issues, which has resulted in a re-balance of quality checking across a number of processes. "By adopting the eg operational management methodology, we kept the team focused, and enabled them to achieve the objectives set for each day," Ian Curigan, new business investments team manager at Wesleyan, explains.

Brendan Folan, a best practice manager at Wesleyan, has also worked hard to embed eg operational practices among his teams, ensuring that they are fully prepared for the volatile work volumes and mix that is dealt with by his specialist area. He is able to ensure there is flexibility of resources to ensure targets are met – even when the team is faced with spikes in work volumes. Managers also use eg statistics to effectively plan their workloads and resources across the group, individual, underwriting, and claims teams.

"eg helps our team managers to optimise the use of their resources to achieve excellent customer outcomes," says Folan. "They have their eye not only on the day-to-day operation, but are forward looking to ensure any concerns on the horizon are identified and appropriate strategies are implemented quickly."

Benefits

The eg Operational Intelligence software suite is supported by a fixed cost and fixed timescale implementation service designed to realise benefits within 20 weeks. This was the case at Wesleyan. Specifically, the following project results were achieved by the financial provider following the eg deployment:

- Achieved cost savings of around 20 percent within the underwriting team.
- Processed 160 percent of the predicted volume of ISA applications through adoption of eg operational management methodology.
- Increased team satisfaction score by 20% among the investment processing team.
- Maintained excellent customer satisfaction results and high levels of positive staff engagement.

Enterprise Workforce Optimisation for the Back Office

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