

# Wesleyan

## Opportunity

Wesleyan is a specialist provider of personal and commercial insurance and financial services. Headquartered in Birmingham, U.K., the organization 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 organizations 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 utilize resources to drive efficiency.

## Solution

Within Wesleyan, the life and pensions business unit has relied on Verint® Work Manager™ for more than 10 years to control, optimize, and continually improve back-office processes in real-time.<sup>1</sup> The software is helping to improve customer service, operational efficiency, and compliance while reducing costs by creating additional capacity from existing resources. Meanwhile, the Verint Principles of Operational Management<sup>SM</sup> methodology,<sup>2</sup> a proprietary methodology that helps ensure front-line managers have the processes and knowledge to sustain operational improvements and a new way of working, enables Wesleyan to transfer industry best practices to team and departmental managers, and embed operational changes across the organization.

The Wesleyan underwriting team is a showcase for the use of Verint Work Manager. 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 has enabled the underwriting team to develop an underwriting decision process that improved the end-to-end CX for practice protection customers. Verint Work Manager also revealed that Wesleyan was providing more comprehensive and specialist medical coverage against its competitors.

Wesleyan was able to introduce a “six-hour underwriting decision” for its income protection customers, a process that originally took two days to complete, by adopting the Principles of Operational Management methodology. “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.

<sup>1</sup>Solution formerly known as eg Work Manager® and eg Operational Intelligence®

<sup>2</sup>Management training and services offering formerly known as eg Principles of Operational Management®

## Customer Success Story



### Solutions

Verint® Work Manager™

Verint Principles of Operational Management<sup>SM</sup>



### Industry

Financial Services



### Region

United Kingdom

## Results

- Achieved 20% cost savings in underwriting.
- Increased team satisfaction score by 20%.
- Maintained excellent customer satisfaction results.

“ The [Verint] 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, Wesleyan

The operational intelligence and analytics best practices extend to Wesleyan’s life and pensions business unit. Operational insight is essential here to maintain an efficient operation, and the team uses Verint Work Manager to share timely reports across the business unit. These include:

- **Daily KPI report:** Verint Work Manager dashboard views of telephone call performance, pipeline, aged analysis, complaints, and other key performance indicators are presented visually as daily trends to front-line managers. Issues are discussed among the operational managers to implement effective countermeasures.
- **Process versatility:** This report provides a view of team and individual performance for identifying improvement opportunities. It also enables Wesleyan to visualize staff competencies and build focused training plans.
- **Resource reviews:** Monthly dashboards of resource and operational demand help 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.

Brendan Folan, a best practice manager at Wesleyan, has also worked hard to embed methodology 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 Verint Work Manager statistics to effectively plan their workloads and resources across the group, individual, underwriting, and claims teams.

“[Verint] helps our team managers to optimize 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

Verint Work Manager was supported by a fixed cost and fixed timescale implementation service designed to realize benefits within 20 weeks. These benefits included:

- Achieved cost savings of around 20 percent within the underwriting team.
- Processed 160 percent of the predicted volume of individual savings account applications through adoption of the Verint Principles of Operational Management methodology.
- Increased team satisfaction score by 20 percent among the investment processing team.
- Maintained excellent customer satisfaction results and high levels of positive staff engagement.

“The [Verint] solution manages work, people, and end-to-end processes wherever they are undertaken,” concludes Keith Harris, planning and reporting manager at Wesleyan. “The technology is making a vital difference at Wesleyan, ensuring we deliver great service – every time and at a lower operational cost.”

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