


**Breakthrough Performance**  
Further, faster, together



# Customer Strategy & Planning 2016

Welcome to Stratford upon Avon  
25<sup>th</sup> and 26<sup>th</sup> April 2016 Shakespeare 400

 #ForumConf

# Innovation Award Case Study

## Ingeus

Before we start

- Introduce yourselves on your table
- Look at pg 79- 80 in the Best Practice Guide. What's of most interest to you?

# Ingeus

- Case study presentation
- Time for your questions
- Presentation of finalist certificates

There are post-it notes and large pens on every table. Write down at least one thing that wows you about what you hear. Then put it on the poster at the back on your way out.



**Ruth Mercer**

Service Quality Manager  
Hughes Insurance  
Session Chair



**Breakthrough Performance**

Further, faster, together




# Innovation Award Case Study

Ingeus

Ian Gibson

Director of Shared Services

 #ForumConf

# ***‘How we transformed In Work Support’:***

**A story of bringing about groundbreaking change through innovation, vision and creativity...with tons of added value!**



# ***Where the story takes place***

---

**Our team: MCCF award-winning Centre**

**Our philosophy: 'Excellence with Integrity'**

<b>F</b>	<b>FIRST TIME RESOLUTION</b>
<b>A</b>	<b>ADDED VALUE</b>
<b>C</b>	<b>CUSTOMISED SERVICE</b>
<b>T</b>	<b>TIMELINESS</b>

## **The In Work Support team's mission:**

To support clients to remain in rewarding, long-lasting employment & to process payments for this successful provision

## IWS team: *Supporters or processors?*

- Too many non-value adding, robotic tasks
- Too many frustrating system issues
- Too *less* time speaking to clients
- *Too less* time to develop

***No time nor tools to support clients effectively***

# *The Vision*

---

- ✓ *IWS back to its essence*
- ✓ *Automate robotic tasks*
- ✓ *Be slick & smart!*



**F** – clients supported promptly

**A** – ‘above and beyond’ approach

**C** – client contact preferences

**T** – send & receive comms promptly



# ***The Challenges***

---

## **1) Getting buy-in from Senior Advisory Board**

- ✓ **9 FTE resource savings!**
- ✓ **£1.5m headcount savings!**
- ✓ **Improved customer experience!**
- ✓ **Improved compliance to process!**
- ✓ **Maximised staff talent & satisfaction!**
- ✓ **Increased reputational value!**

*“This is where Contact Centre efficiency needs to be”*  
– Ian Gibson, Director of Shared Services

## **2) Mapping the manual process to an automated logic**

- ✓ **Collaborating with IT Project Team**
- ✓ **Scrutinising every process**
- ✓ **Designing the automated solution**
- ✓ **Consulting key stakeholders**
- ✓ **Testing & integrating**



# ***The Challenges***

---

## **3) Bringing change home**

### ***Automation: a threat or a blessing?***

- ✓ Involvement in design
- ✓ Opportunities for testing
- ✓ ‘Distilled’ IWS
- ✓ Re-aligned with **F.A.C.T.**

***Frustration***

***IT problems***

***Complexity***

***Time-consuming***

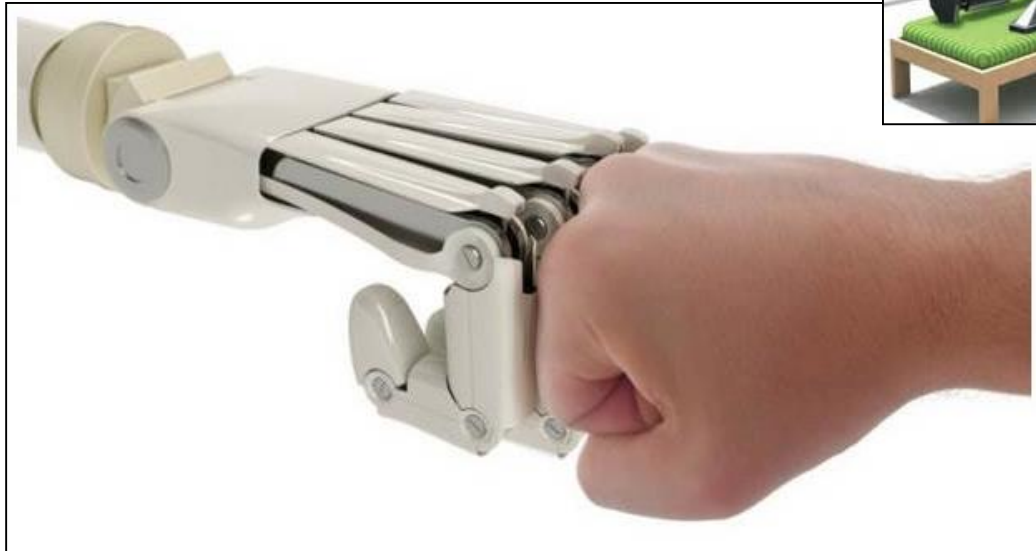
***Impersonal***

***Onerous processing***

***Non-value adding activities***

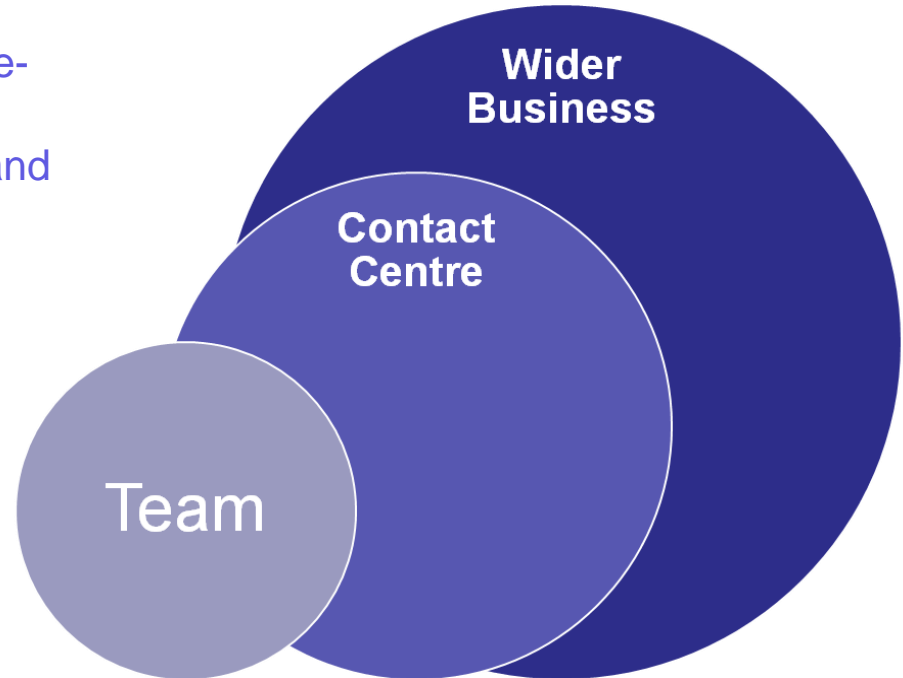
# ***A new name***

ingeus



# ***Fruits of the story***

- ✓ Happier staff (tasks and tools)
- ✓ Occupancy quadrupled
- ✓ Development opportunities for staff
  
- ✓ 14% resource saving redeployed to value-adding activities
- ✓ Increased customer focus, consistency and compliance
  
- ✓ Raised profile of CC across business by absorbing new work at no cost
- ✓ Saved 1.5 million headcount costs!



*We enhanced all aspects of the service, bringing about transformational change to the Contact Centre and our clients by aligning our task with our core values*

## ***‘How we transformed In Work Support’:***

***Passion!***

***Personal development!***

***Technical ability! Service improvement! Leading teams through change!***

***Lifetime, legacy value!***



***Automation supported strategic alignment within Shared Services department by:***

- ***Enabling redeployment of 14% FTE to create ‘Centralised Verification Team’ within the Centre.***
- ***Transitioning process administrators placed into client facing customer service roles, thus appealing to natural skillsets***

## So what's next?




**Breakthrough Performance**

Further, faster, together



Raising Standards in  
Customer Operations

# Thank You

 #ForumConf

# Questions




The Best Practice Site Visit  
will be in Birmingham on the  
13<sup>th</sup> of September

Make a provisional booking  
today to be sure of your place

**Breakthrough Performance**  
Further, faster, together

The **Forum**  
Raising Standards in  
Customer Operations

# Thank You

 #ForumConf




**Breakthrough Performance**  
Further, faster, together



# Customer Strategy & Planning 2016

Welcome to Stratford upon Avon  
25<sup>th</sup> and 26<sup>th</sup> April 2016 Shakespeare 400

 #ForumConf