



RSA Insurance Group

CASE STUDY

Customer Details

Headquartered in London, UK, the company's mission is to make insurance easy, and envisions the implementation of the 'right' technology – including a high-quality complaint management system – as a crucial factor in achieving this.

Industry

Financial Services

Aptean Solution

Aptean Respond

Challenges

- Removing manual processes
- Creating confidence in data accuracy
- Improving the customer journey

Benefits

- Saved 3,700 hours annually in its call centres and 1,560 hours of complaint management time
- Seamless integration
- Improved customer engagements

One of the world's longest-standing general insurers, RSA Insurance Group not only provides peace of mind to individuals and families, but it also protects small businesses and large corporations with its wide array of insurance products and services.

The Background

As a business focused on making insurance easy and doing the right thing for customers, RSA decided to strengthen its customer relations function, calling upon Aptean to help bolster its handling of inbound complaints.

Aptean Respond, a world-class case and complaint management platform, immediately proved itself as a robust and reliable solution, helping RSA manage complaints during a period of extremely bad weather that followed soon after going live. Due to a heavy snowfall, members of the complaints team had great difficulty getting into work. While this would have normally posed a major challenge, RSA quickly reallocated work to available agents through Aptean Respond, ensuring no case ran past its allocated time and targeted service levels were maintained.

Over the years, Aptean Respond has continued to support RSA's bid to be one of the best customer service providers. The self-configuration feature allowed any changes within the industry to be easily incorporated. Additionally, Aptean Respond adapts to new complaints requirements and assists in pushing forward new business initiatives through monitoring case handling behaviour, or adding and changing data capture fields.



Since implementing Apteian Respond, the management function within RSA's complaints team has saved 30 hours per week. Previously, management was forced to spend hours running reports and generating charts, which is time better spent managing business operations. The level of monitoring provided by Apteian Respond's real-time management information (MI) has drastically improved reaction times, and due to the in-depth data analysis functionality, continuously helped drive action.

Eager to maintain momentum, RSA once again reached out to see how Apteian Respond could further boost efficiency.

The Challenges

Like many businesses, RSA utilised a range of different systems within its complaint handling process. This meant that users were required to jump between systems to manually log and search for information. Ultimately, it made the customer journey more time-intensive and reduced the quality of the customer experience, risking a decline in satisfaction.

The Solution

RSA knew it needed to simplify its processes even further by centralising complaints and eliminating the need for manual data entry across multiple systems. To achieve this, the organisation opted to replace its CRM system with Microsoft Dynamics, as part of its focus on digital transformation. The next step was to work with the Apteian team to integrate its initiatives with Apteian Respond.

“Apteian Respond provides **exceptional support** of our complaints processes and provided ‘system-led’ workflow, control and governance. The new processes have helped to **improve** the customer experience.”

Justin Hargrave

Complaints Performance Manager, RSA

The business case built itself, with a cost/benefit analysis and a time and motion study showing the benefits of integration. The RSA team had no doubts that this solution would save them both hours of work and money and also improve the customer journey.

How Apteian Made the Difference

Apteian provided RSA with the support and technical know-how to achieve a smooth integration. The Apteian team offered guidance and examples that made it easy for the RSA architects to understand how they could apply the integrated systems to their own needs.

Having the Apteian team on hand to support the integration process was a major factor in the success of the project, with their experience and expertise making a real difference to RSA.

The Results

Following the integration of Microsoft Dynamics and Aptean Respond, RSA is set to save 3,700 hours a year in its call centres, benefiting more than 3,000 frontline users across the UK. Staff have already commented on the increased efficiency from the integration, stating that customers have also noticed an improvement in CX levels.

“The adaptability of Aptean Respond, supported by configuration manager, means RSA can implement control points or alter workflows based purely on feedback,” said Simon Collins, complaints systems, MI & performance analyst. “RSA recognises that being reactive to what the customers want and need is the only real way to secure long-term customer loyalty.”

Instead of undertaking the task of manual re-keying, frontline users can focus on providing the best customer service by listening carefully to the consumer at the other end of the phone and noting what is important to them.

“The greatest benefit of the integration has been the removal of manual processes.” adds Justin Hargrave, complaints performance manager. “Aptean Respond has allowed RSA to move away from manual reporting, which took the equivalent of one and a half full-time employees to complete. Now, a largely automated reporting suite, has reduced the hours needed to perform this task by more than a half.”

The transformation of RSA's complaints handling process and experience of integrating Microsoft Dynamics with Aptean Respond has led the organisation to integrate with other systems.

Interested to see how Respond can help your financial team manage their caseload? Contact us at respond@aptean.com.

“We were confident that Aptean would deliver – they were not only backed by a number of customer success stories, but we were reassured that Aptean was the right organization to drive us through, particularly because of our previously positive working relationship. Everything was done as and when it was promised it would be. **The entire process of integration with Aptean Respond was simple from start to finish, thanks to the Aptean team.**”

Simon Collins

Complaints Systems, MI & Performance Analyst, RSA



Aptean is a global provider of mission-critical, industry-specific software solutions. Aptean's purpose-built ERP and supply chain management solutions help address the unique challenges facing process and discrete manufacturers, distributors, and other focused organizations. Aptean's compliance solutions are built for companies serving specific markets such as finance, healthcare, biotech and pharmaceuticals. Over 2,500 organizations in more than 20 industries across 54 countries trust Aptean's solutions at their core to assist with running their operations. To learn more about Aptean and the markets we serve, visit www.aptean.com.