

# Case Study – Contact Centre (Insurance)

A large provider of Motor Insurance was required by their Board to save money in all their Operational Areas.

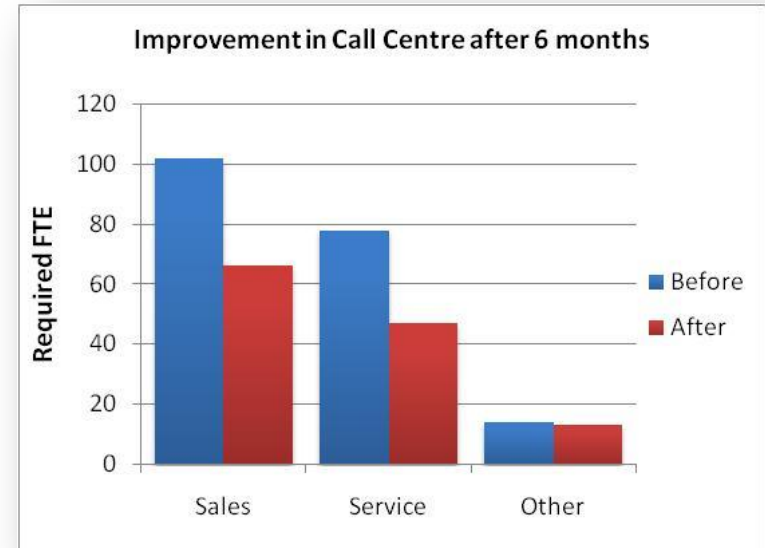
We began by measuring all aspects of performance. Significantly, AHT & Shrinkage were not being measured correctly. which made it impossible for the business to accurately forecast and schedule staff.

We also reviewed all call scripts and found many opportunities to reduce call lengths through removing unnecessary information and increasing agent delegation authority.

Improving the quality of the correspondence being sent to customers also eliminated unnecessary calls to the business. As a result, the number of policies being serviced per staff member **increased from 623 policies per FTE to 983 policies per FTE.**

We analysed their incoming call volumes by month, week, day and intra-day to determine their staffing needs on a 15 minutes interval basis. This enabled us to implement a robust forecasting and scheduling framework with on-going performance measures. Having the right people available at the right times, **lifted their Grade of Service from 74% to 91%.**

Staffing overall reduced from **194 FTE to 126 FTE, a 35%** reduction which represented a massive saving to the bottom line.



In this contact centre, we reduced the existing FTE volume by 35%. This was done through a combination of better performance management techniques for managers, consistency of staff performance, elimination of waste, streamlining of processes and reducing customer contacts.

Cost saving doesn't have to come at the cost of service! Even with the massive reduction in staff, we increased the Grade of Service from 74% to 91% during the period of the transformation programme.

