



ReAssure

ReAssure (part of the Phoenix Group)  
Active Leadership Project



Industry:

Financial Services



Business Area:

Customer Services



Project Type:

Call Centres/  
Back Office



Duration:

22 months  
(including pilot and  
rollout to 13 areas)



Location:

Telford, Hitchin and  
Norwich offices



“The Managementors team came highly recommended as a team who could partner with us to improve our ways of working and help our teams lead effectively. The results speak for themselves. Our teams were given a clear framework to actively lead through the day, with a new level of energy and focus. The programme covered the full Customer Services Operation with a range of benefits delivered for our customers and wider stakeholders.”



**Annabel Abel**

Director of Customer Services



## Featured Results



**£5.5m**

annualised  
benefit



**30%**

reduction in customer  
complaints and  
escalations



**5:1 ROI**

exceeding business  
case by 89%



**21%**

capacity  
realisation



## The Challenge

- ReAssure was experiencing significant changes in both customer expectations and operational effectiveness accelerated by the pandemic
- As a result, customer SLAs had reduced, resulting in lower customer satisfaction and an increased number of complaints and escalations
- There was a requirement to actively lead through this change by the managers in order to increase colleague engagement and motivation
- Existing performance measures required a review in order to ensure all true operational effectiveness metrics were pinpointed and the true performance of teams and individuals was understood



“We went into this with a very real problem statement around improving operational effectiveness and excellence. As a result of having to manage a business in the middle of the pandemic, we knew we’d lost something along the way. This project was about restoring a new way of working that allowed us to be as effective as possible, so that we could in turn provide a better service to our customers, a better day for colleagues and save some considerable cost along the way.”

**Claire Cochrane**

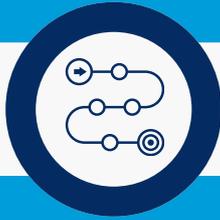
Head of Customer Services Operations



# Our Solution



Enabled a sustainable step change in the performance through a shift from passive to active leadership



Strengthened interfaces and removed frustration to provide an enhanced end to end customer journey, through issue logs and regular meetings at CSM level



Implementation of 'MOS' elements to drive continuous improvement & increased output



Coached individuals at all supervisory levels to develop a more active style of management, including short interval control



Reduce the amount of waste and drive out inefficiencies, through resource modelling and reduction in lost time

## Who did we work with?

- Customer Service Managers
- Team Leaders



"We exceeded the 20% uplift that we were looking for and we've maintained it. I was particularly happy with the engagement from the Managementors team – they were always clear, gave the necessary feedback and most importantly they listened to when we challenged back. For me it was a godsend!"

**Ian Pitts**  
Senior Manager



This project with ReAssure received a **Highly Commended** award at the prestigious Management Consultancies Association (MCA) Awards, for Performance Improvement in the Private Sector.

The judges commended the "hugely strong client partnership with a well-executed project".

We're extremely proud to contribute to the true value of consulting on our society.

[See full press release here](#)

MCA  
AWARDS  
2023



## Key Benefits

- ⊕ Digital issue logs implemented across the whole of Customer Services back office, enabling issues to be quantified and prioritised
- ⊕ Effective daily, weekly and monthly review process implemented and embedded
- ⊕ Resource model to accurately forecast the workload volumes against the capacity within the business based on targeted performance levels
- ⊕ All Team Leaders and Customer Service Managers trained in active leadership and coached to implement in their areas and teams
- ⊕ Visibility and control of the operation at daily, weekly and monthly level enabling effective performance management and a strong basis for continuous improvement

Managementors works in partnership with our clients to deliver customised solutions that resolve their most significant performance challenges and leave a lasting legacy of performance improvement. Whether it's tackling operational or change issues head on, or improving output across the service delivery organisation, we provide the insights, techniques and skills transfer that make a sustainable step-change in productivity possible.

