



Industry: Financial Services



Business Area: Pensions, Insurance and Investments



Project Type: Service Delivery/
Quality improvement



Duration: 43 weeks



Location: Telford, Hitchin and Norwich offices

MCA AWARDS 2024
HIGHLY COMMENDED

This piece of work was awarded our second 'Highly Commended' MCA Award, praised for "being innovative in managing the customer journey and delivering great results in a challenging environment."

ReAssure

ReAssure (part of the Phoenix Group)
Optimal Customer Routing



"Working with Managementors has shown me what good looks like when working with an external partner. This standard is what I'll always aspire to in the future and if it's not the same I'll know we're not in the right place. It's opened my eyes to how to look at tackling problems in different ways."

Chris Yardley

Head of ReAssure Customer Services



Featured Results

£2.44m
annualised benefit

25%
increase in First Point Resolution

2341

fewer tasks being handed off per week into Operations from the Contact Centre and Contact Centre Digital

34%
reduction in whole business proliferation

153
fewer tasks being handed off to Operations in the Norwich Contact Centre

The Challenge

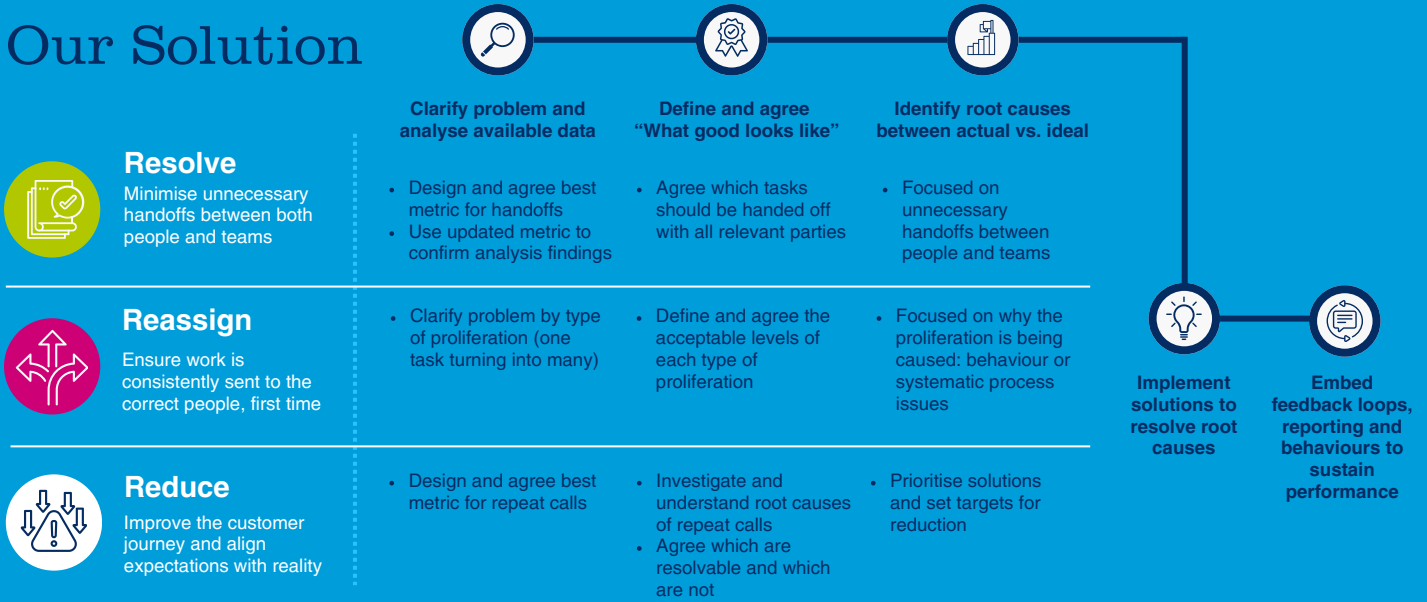
- ReAssure Operations had stringent cost and service targets to deliver, and a desire to more efficiently manage the flow of work into and through the business
- A high-level of proliferation of work was resulting in one customer request multiplying into many different tasks and being passed around the business, creating excess demand, cost and a poor customer experience
- There was a lack of well-defined principles about what and when work should be handed off, combined with work volumes that weren't properly understood
- ReAssure Operations were also keen to improve colleague experience by aligning them to a programme designed to take them on a journey and to enable them to share the success they've delivered

21%
reduction in volume of repeat calls

25%
increase in productivity within Retirement Accounts department



Our Solution



“The Managementors team won the hearts and minds of people, they came in, sat amongst our teams, got to know them, got to understand their day to day, understood the challenge from their perspective and could take that to form a view of how best to work towards the ambitions and targets we’d set. The collaboration with our teams was critical to us delivering the project that we did, it really was a first class engagement.”

Chris Yardley

Who did we work with? >

- Senior Managers
- Customer Service Managers
- Team Leaders
- Quality Coaches
- Representatives

“Together with Managementors, we agreed what best practice was – what do the daily/weekly/monthly activities look like? What reports do we need ongoing? What management information is required to be able to sustain that and essentially ensure that the cultural shift that we delivered during the project would stick once they stepped back. We’ve now got the artefacts, the management information and the reports at our fingertips to enable us to keep an eye on everything through a data lens. If we see something is shifting, we know what to do, we know what to explore and we know what checklist to go through to make sure we’re still driving and adhering to those best practices.”

Chris Yardley
Head of ReAssure
Customer Services



Key Benefits

- ⊕ Reduction in handoffs of work, meaning more customers getting their queries resolved at first point of contact, also reducing repeat contact levels into the business
- ⊕ Improved customer journey by ensuring tasks are logged accurately, to the right place, first time; resulting in a reduced timeframe for customers
- ⊕ Reduced unnecessary workload in Operational areas smoother end-to-end workflow and reduced touchpoints, freeing up resource to process additional work

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.

