

Case study: Endsleigh Insurance

Design and implementation of a
workforce optimisation project



What we did



At a glance:

The client

A UK insurance intermediary specialising in the student, education, graduate and sport markets.

The issue

Making day-to-day operational decisions and longer term projections was difficult with existing systems.

The project

Implementation of a workforce optimisation project based on the Avaya Workforce Management platform.

The outcome

There has been a total of £1.3m in operational savings through better resource allocation.



What we did:

Maintel helped Endsleigh achieve £1.3million in operational savings by implementing systems to effectively plan, measure and evaluate contact centre resources.

“Maintel don’t simply install systems and leave you to it – they are more than happy to do all the legwork for us to ensure every project is successful.

The company understands the journey we are undertaking and the problems we are trying to solve along the way. I am confident that Maintel is taking on all of our IT challenges and working with

us to deliver our longterm goal of an efficient, multichannel capability.”

Phil Baker, Head of Operational Change, Endsleigh Insurance



The challenge



The challenge

As an organisation primarily serving young professionals and students, Endsleigh needs to provide a blend of self-service and agent interaction across multiple channels.

As a result, the company turned to Maintel to map out a long-term transformational journey to become a fully integrated, multichannel organisation.

Endsleigh recognised that resource planning could be improved with better utilisation of contact centre resource and matching of agent skills to tasks, which would significantly improve service to customers and increase colleague engagement.

What's more, making day-to-day operational decisions or longer term projections was difficult with current systems. A new overarching process was needed to maximise resource to achieve results.

“Without a coherent view of call centre operations we were unable to put intra-day performance into

context, which made both long-term planning and short-term decision making very difficult,” says Phil.

By following Maintel's advice to implement systems to more effectively plan, measure and evaluate contact centre resources, Endsleigh could see it would be significantly more efficient, better able to react to changes in demands, improve engagement and ultimately be in a much better position to deliver the best multichannel experience.



The solution and the benefits



The solution

After an appraisal of existing contact centre infrastructure, Maintel proposed a workforce optimisation project based on the Avaya Workforce Management platform.

With WFM in place, Endsleigh would be able to improve customer experience while getting maximum value out of contact centre resources. This would include capabilities to automate staff scheduling and holiday booking, provide real-time monitoring of service levels and agent performance and better align resources when needed.

Most crucially, it would lay the groundwork for Endsleigh to become a multichannel service organisation.

“Maintel defined a roadmap to make the multichannel capability come alive. We knew that this would take time and effort and require the whole of the business to be behind it every step of the way. Maintel showed us exactly how to get there.”

The benefits

£1.3m in operational savings through better

resource allocation: Endsleigh is able to better align the right amount of people to the right place, at the right time, in the most cost-efficient way possible. Forecasting is now highly accurate, with less than 5% deviation.

Additional revenue growth: operational savings have been reinvested into the business to fund new revenue-generating activities.

Secured business support for change management

projects: Maintel's diligence to demonstrate value has helped IT make a business case for continuous improvement and change management.

Improved processes, which improve staff retention

and morale: significant improvements in resource planning have improved the distribution of agent workloads, ensured better use of skills and reduced the number of requests for last minute overtime.

Together with improvements to the holiday bookings procedure, Endsleigh has seen significant

improvements in colleague turnover.

maintel.co.uk
info@maintel.co.uk
+44 (0)344 871 1122

