



AXA INSURANCE

CASE STUDY

CUSTOMER DETAILS

In financial markets, AXA is a global leader in financial protection with 102 million customers worldwide and over 160,000 employees.

INDUSTRY

Financial

APTEAN SOLUTION

Respond

BENEFITS

- Turnaround time for acknowledgement of complaints down to 24 hours
- Complaints can be tracked to see how many are resolved within key timeframes
- Reports generated to identify trends, risk and potential cost savings
- Process improvements identified, resulting in \$4 million savings to the business
- 2% increase in customer satisfaction within the first year

Respond was installed and used to improve and accelerate AXA's ability to proactively manage its customer feedback, with the application also providing performance management data for reporting purposes. Around the business, particularly the call centers, 650 users were given access to Respond.

Within financial markets, AXA is positioned as a global leader in financial protection with 102 million clients worldwide and 160,000 employees. In the UK, AXA Insurance employs a workforce in the thousands and its main lines of business are auto, home, travel and commercial insurance products which are sold to individuals and corporate customers alike.

AXA has a customer commitment charter that reflects its brand values of care, support and efficiency, all of which are designed to put the customer at the core of the organisation. But how is this culture supported by technology and reflected in the operational strategy?

The company has always been strong in the field of customer support, understanding that listening to customers through their feedback will ultimately deliver many benefits to the organisation. In order to automate and improve the complaints and feedback process, AXA implemented Respond's complaints and feedback management system across the organisation to capture complaints and general feedback at all the customer facing points. When Alison Blackmore was appointed to the role of Head of Customer Care, she wanted to maximize the use of the system and use the feedback data for the operational benefit of the company. At the time, Alison explained, "We needed a system that was reliable, provided direct access to the case management of complaints and offered the ability to produce well-structured reports. The Respond solution fitted the bill perfectly in all those cases."

THE APTEAN RESPOND SOLUTION

Respond, the market-leading complaints and feedback management application, was installed and used to improve and accelerate AXA's ability to proactively manage its customer feedback, with the application also providing performance management data for reporting purposes. Around the business, particularly the call centers, 650 users were given access to Respond's browser-based application and responsibility for capturing and logging complaint and feedback information at the front-line. Due to the intuitive and user-friendly nature of the Respond software, training could be done in one hit and the system rolled out quickly and effectively.

IMPROVED COMPLAINT MANAGEMENT AND REPORTING

AXA receives approximately 1,200 complaints per month across a variety of business units including the PCCs, the Customer Communications Center and Claims Case Management. Where possible, complaints and issues are dealt with at the business unit level but, where necessary, escalations are automatically passed over via the Respond system to the Customer Care Team for resolution.

All feedback captured, be it complaint, compliment, enquiry or general comment, is automatically fed through the Respond system back to the Customer Care Team at AXA's main office. AXA commented that, "Implementing the Respond solution was a wise move to make. We're now in a much stronger position to adhere to our internal service level targets. Our turnaround time for acknowledgement of complaints is 24 hours and on the resolution side, claims or non-claims complaints can be tracked at the 20 or 40-day point to see how many have been resolved within the target period." approximately 30 users.

AXA also uses the Respond system to produce reports in order to identify trends, risk and potential cost saving process improvements. This information enables AXA to identify problems, put corrective actions in place and monitor the impact of these changes, providing an immediate benefit to the organisation.

After rolling out the system, AXA commented, "Access to customer information is definitely better now than it has been with regards to understanding the customers' position. We are using the Respond system not only as a feedback management tool but also as a means to pinpoint process improvements and create better products and services. Respond provides us with the means to put actions in place and monitor the impact of what we have done."

Process improvements identified through analysis of data captured by the Respond system resulted in a \$2 million saving to the business within a one year period. For example, within its Auto Engineering Service, analysis of the Respond data identified trends and enabled process changes which removed three days from the average turnaround time of a vehicle going in and leaving the repair shop. Changes such as this have a major cost saving implication to AXA as well as providing the customer with a better experience of dealing with the organisation.

"The Respond product suite has improved the capture of complaints and feedback around the organisation. We now have a better picture of issues and can monitor precisely how we are capturing the information and how we are performing in response times."

INCREASED CUSTOMER SATISFACTION

AXA recognises the strategic business benefits of gathering and understanding customers' experiences for the improvement of AXA's service. The crucial link between understanding a customer's experience through feedback and delivering improved quality is recognised at board level with the backing of the CEO. The CEO recognises that listening to the customer has a tremendous impact on the company and will ultimately improve the level of customer service, which has already been proven by a 2% increase in customer satisfaction within the period of a year.

“The Respond solution has enabled us to raise the bar in terms of customer feedback. We use the system to define trends and identify risks through the reporting it provides. Respond produces reports for all levels within the organisation from monthly group reports to a board report for the CEO who uses it to drive change from the top.”

“Dealing with complaints and making improvements to the way we manage those is one thing. But using that type of feedback in a positive way for product developments – including service delivery improvements and contact channel innovations – is also very valuable. Information and analysis we get from the Respond system makes this possible.”

Overall, the Respond solution provides AXA with meaningful data to instigate product, process and service improvements as well as evidence of increases in profitability and reductions in cost. By listening to the customer, capturing feedback and analysing the information collected in the Respond system, the company can make adjustments to provide the quality of service demanded by its customers, delivering a consistent customer experience to their loyal customer base.



About Aptean: Aptean helps businesses profit, innovate and grow where the work gets done—in the call center, on the floor of the factory, at the end of the assembly line. That’s where Aptean’s CRM, ERP and Supply Chain software applications enable nearly 5,000 customers to satisfy their customers, operate more efficiently and stay at the forefront of their industry.

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