



RESPOND HELPS PUBLIC BODY TO IMPROVE CUSTOMER SERVICE AND EFFICIENCY

CASE STUDY

INDUSTRY

Financial Services

APTEAN SOLUTION

Respond

CHALLENGES

- Antiquated, largely paper based system used to investigate complicated cases
- Complex complaints taking up to 3 years to resolve with over 3,000 outstanding

BENEFITS

- Complaints now resolved between 3-7 months
- Adherence to Treating Customers Fairly (TCF) principles
- Increased productivity

Aptean Respond is a complaints and case management solution that provides a cost-effective way to improve customer interactions and deliver speedy case resolutions. Respond has been implemented by a public body to overhaul their previous complaints management processes which were no longer fit for purpose and introduce a centralised system with streamlined workflows that has in turn improved their customer service and efficiency.

Respond has also enabled them to embrace the concept of Treating Customers Fairly (TCF), which is a consumer protection framework that requires all regulated financial institutions to deliver the TCF outcomes when dealing with customers, specific to this country's regulatory framework.

OVERCOMING CHALLENGES

Their antiquated and inefficient system meant that their customers were facing long delays – complaints were taking years rather than weeks to resolve and thousands of cases were still outstanding. The public body itself was filling its physical office with stacks of paper from cases which were moved from one department to the next and sometimes led to cases being misplaced.

A new system was needed which had to provide the following:

- Be essentially paperless to reduce storage and movement of physical files
- Automate its workflow process with clear rules and time-frames
- Manage all correspondence within a case
- Comprehensive reporting functions to include case handling metrics
- Keep all documentation related to each case within the system
- Record telephonic conversations with stakeholders
- Detect duplication of complaints
- Flexible to accommodate changes in requirements and legislation

THE SOLUTION

Aptean Respond was selected as the solution to solve their problems. Unlike CRM solutions, Respond is designed to collect and assess feedback for the public body. It exposes early warning signs of inherent problems and provides the insight to drive product, service and process improvements.

Respond was configured in line with the public body's approved workflow to manage complaints received from initial capture to final resolution. Development and implementation took less time than expected because Respond does not require any programming or code to be written, just configuration to the customer's specific requirements.

THE BENEFITS

In order to ensure that the system functioned properly, the public body's process workflow had to be integrated. The revised workflow led to structural changes and these were in turn implemented within Respond. Today, work and people processes are completely integrated to enable greater efficiency.

EFFICIENT COMPLAINTS MANAGEMENT

As a result of the implementation of Respond, the public body has dealt swiftly with new complaints and has ensured that there are no backlogs. The improved planning, governance, operational and management processes which have been supported by Respond are all attributed in contributing to the outstanding progress that has been made. It has also been able to manage high volumes of complaints, for example a 30%

increase in workload over the last year was no problem for Respond, which helped staff attend to complaints on time.

TREATING CUSTOMERS FAIRLY

The implementation of Respond has also enabled the public body to embrace the new mantra in financial services, which is Treating Customers Fairly (TCF).

Because complaints are being processed in the quickest and earliest possible time, they are adhering to the principles of TCF, which aims to ensure that all providers of financial services position the fair treatment of customers at the heart of their corporate culture.

THE RESPOND SOLUTION

"Respond is a browser-based system", explains the partner who implemented the solution, "and the public body's employees can access the system securely from anywhere and be certain that everything related to a particular case is available in one location. Paper documents which have to be retained for compliance and legislation reasons can be stored offsite, freeing up physical space too."

"We offered an out-of-the-box solution with Respond. All we needed to do was configure the solution in line with the customer's requirements," says the partner. "We knew we had a system that could quickly and easily be configured to meet all their requirements. We had to make some changes to the system after going live, but that required simple modifications to the configuration. Staff training took no more than two weeks."

ABOUT APTEAN RESPOND

Respond offers a comprehensive platform for improving front line customer interactions, speeding case resolution and generating deep, introspective feedback on how you can be a better organisation.

If you would like to find out more about Respond, please visit www.aptean.co.uk or email enquiries@aptean.com.



Aptean is a leading provider of mission critical enterprise software solutions. We build and acquire industry-focused solutions to support the evolving operational needs of our customers. Our solutions help nearly 5,000 organizations stay at the forefront of their industries by enabling them to operate more efficiently, thereby ensuring higher customer satisfaction.

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