

Aptean Respond

Ardonagh Group

Ardonagh Group Optimises Complaint Management with Aptean Respond

Industry
Insurance

Challenges

- » Multiple complaints management systems/processes
- » No unified reporting
- » Seasonal variations in complaint volumes

Benefits

- » A unified complaints handling system creating a customer-centric approach
- » Improved complaint capture with enhanced reporting & data interrogation
- » Quick and easy root cause analysis to support informed business decisions



Formed in 2017, The Ardonagh Group is the UK's largest independent insurance broker with global reach, powered by a workforce of over 7,000 operating out of 100 locations across the UK and Ireland. Three of the Group's market-leading businesses joined forces in 2019 to form the Atlanta Group, comprising Swinton, Carole Nash and Autonet.

As Carol Banks, Head of Complaints for the Atlanta Group, explains: "When the Atlanta Group was formed there were obvious synergies between bringing all three businesses together, one of which was creating a unified complaints handling system."

Disparate processes

"Swinton was using Aptean Respond for complaint management, having transformed its complaints management process in 2017 with the implementation of this dedicated complaint management solution. Autonet was using a different complaint management system and Carole Nash was using an in-house system, which didn't have the same abilities in reporting, MI and data interrogation."

As Carol continues: "We identified a number of areas for improvement. Most pressing was the fragmented reporting tools across all three businesses, which meant we couldn't directly compare our data, making it difficult to identify any trends or issues throughout the group. The complaint categories we were using weren't the same, and the way each business was recording complaints was completely different too. To do any sort of root cause analysis was labour intensive and time consuming."



Operational inefficiency was also an issue for the group, with all three businesses only processing their own complaints. Seasonal variations in complaint volumes meant that at certain points in the year, some complaint handlers were under-allocated while other areas were extremely busy.

Transforming complaints

As Carol explains: “We soon recognised the benefits of aligning our approach to get all three businesses onto the same complaint management platform. We wanted a solution that would facilitate the shift to a truly customer-centric approach, transforming our complaints teams into customer advocates and empowering them to challenge and improve the business with the insights they capture.”

At the same time, there was a wider discussion in The Ardonagh Group about bringing all group businesses onto the same complaint management platform. In light of this, The Ardonagh Group started the process of looking for the right solution to meet the needs of all Group companies.


The right fit

After the project went out to bid, Apteian Respond was chosen as the best fit for a number of reasons.

As Carol told us: “We obviously had a very positive experience of Apteian Respond with Swinton, having seen tangible improvements to complaint management there, which gave us confidence in the system’s ability. Aside from this, we were all very impressed by Apteian’s commitment to future-proofing the solution, with a clear roadmap in place, which made it clear from the outset that Apteian would work alongside us in solution development.”

The solution’s functionality and ease-of-use were two further factors in the decision, delivering the right set of tools and the system flexibility to meet the various needs of the different businesses within the Group.

Carol adds: “Apteian’s pricing structure was another appealing feature. It’s priced by volume of cases, not concurrent user licenses, which is beneficial to all The Ardonagh Group businesses, particularly the smaller entities who manage lower volumes of complaints but with a large number of potential users.”



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Carol Banks, Head of Complaints for the Atlanta Group

Pandemic pressure

The decision was taken to start with the roll-out of the solution across the Atlanta Group first. Training with Carole Nash started in January 2020, going live a month later, followed by Autonet’s go-live in March. The system was up-and-running across all three Atlanta Group businesses by mid-March when the coronavirus pandemic struck, meaning a shift to homeworking across the organisation.

As Carol explains: “This could have been a major issue for us. We’d just rolled-out this new system only to find our entire team dispersed to work from home. But any worries that the new system would be confusing or disruptive to our day-to-day operations soon disappeared - Respond is intuitive and new users were impressed with how easy it is to log a complaint. Plus, Respond’s cloud platform gave them anywhere, anytime connectivity, reducing the challenges of working remotely.”

Mid-lockdown, more Ardonagh Group businesses came on-board, successfully consolidating 13 separate divisions onto a single platform.

The Atlanta Group businesses have already been reaping the benefits of the new group-wide solution, achieving increased levels of efficiency, consistency and complaint management excellence across the Group.

Operational efficiency

Carol explains: “Respond has brought a much-needed uniformity to how we handle complaints across the different entities. This has allowed us to move to a workshare model; we now have a Complaints Centre of Excellence with complaint handlers cross-trained to deal with complaints across all three Atlanta Group businesses. This lets us manage workloads and seasonality more efficiently, all underpinned by Respond, which was configured to specifically handle this new way of working.”

Improved complaint capture


All frontline staff now have access to the complaint management system, which has driven improvements in consistency of how complaints are captured.

As Carol explains: “Team members are able to record a lot more information than ever before, but because the system is so intuitive and easy-to-use, this increase in data capture hasn’t had a negative impact on handling times. Basically, we can do more in less time.”

Enhanced reporting and root cause analysis

Respond has uncovered new levels of insight for The Ardonagh Group, greatly enhancing capabilities with regards to reporting and data interrogation in particular.

As Carol explains: “Respond provides us with the ways and means to slice and dice our complaints data to suit our specific needs. We can quickly and easily carry out root cause analysis at the individual business and group level, identifying any areas for improvement and using our complaints data to inform business development. This is a major benefit, not only for us as a business but also for our customers, as it enables us to continually evolve the service we provide and maintain a customer-centric approach to complaint management.”



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With Respond at the heart of the complaint management function right across The Ardonagh Group, Carol is confident this provides the business with the opportunity to realise significant business improvements.

She concludes: "Choosing Respond as our group-wide complaint management platform has optimised our operations, providing in-depth insight into our complaints data, which we can use to evolve our business. This capability, in combination with our ongoing commitment to customer service excellence, will ensure we maintain our competitive advantage while exceeding the ever-changing expectations of our customers."



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