

SWORD

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SwordCiboodle



BGL Group 'Insuring' fast forward fulfillment

One of the UK's largest insurance brokers

The Challenge

Everyday BGL Group receive thousands of pieces of whitemail from their customers. The majority of this correspondence is policy supporting documents, such as proof of no claims bonus, which BGL Group require in order to sell or support policies. Other correspondence include policy enquiries and requests. Previously all correspondence was received at a central office, sorted by hand, and then delivered by vehicle to the relevant regional office before arriving at the final recipient for processing. At this point a case was created, assigned and tracked manually. This process could take days rather than hours, and was further impacted by re-routing of multiple requests. BGL Group recognized the inefficiency in this process and looked for a solution that would reduce the time to sort, allocate and process documents.

The Solution

BGL Group chose Sword Ciboodle as the technology partner for their strategic customer service program. Ultimately Sword Ciboodle will power all BGL Group's customer service and sales processes, with the first delivery being a solution to solve their correspondence handling issue.

Delivered in just 15 weeks, the Sword Ciboodle solution manages inbound correspondence as electronic work items that are associated to case types and processed against specific service levels. All inbound correspondence is scanned and allocated a unique identifier and correspondence type. Where previously work was manually monitored, now pre-defined business rules route the article to relevant recipients, initiating and assigning work which will lead to the case being completed. If the item requires subsequent re-routing, it can be reassigned at the click of a button, reducing error rates and handling time from days to seconds. Furthermore, the flexibility of Sword Ciboodle enabled the system to be easily adapted to include email correspondence. This enabled BGL Group to centralize all correspondence and track any piece of written communication, at any point, at any time.

The Results

Previously, a piece of whitemail could take days to reach its intended recipient, it now takes under 1 hour with all follow-up processes and work items being created and started automatically. This in turn reduces the time a case is open, vastly improving operational efficiency and customer service. In addition, real-time reporting dashboards give management the ability to review SLAs and create reports on short term performance and long term trends, arming BGL Group with a unique insight into their organization and customers.

Benefits

Solution went from scoping to go-live in just 15 weeks

Whitemail correspondence delivery reduced from days to under 1 hour

System handles 6000 scanned documents per day and 10,000 emails per month

Solution Highlights

Users: Capacity of 120 in correspondence handling, 2000 overall

Channels: Whitemail, email and contact center

Processes: Case handling, work management, complaint management, quote, sale, mid-term adjustment

Integration: High speed scanning software, BGL Group's AS400 mainframe

*"We were delighted to see this project go live and **start delivering results in only 15 weeks.** It's testament to Sword Ciboodle's **unique approach to working with its customers** that they were able to make this happen."*

Sean Melia, Associate Director Program Delivery, BGL Group

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