

Business Problem

- Large Insurance company had a complex motor repair process creating a negative experience for their customers
- Inconsistent view of repair lifecycle
- Experience was utilised to inform customers rather than current and historical information
- Repairer measurement was not consistently done to allow for performance management
- Customer churn was too high as result.
- Guaranteed repair not geographically allocated to clients address or preferred location

Objectives

- Streamline repair lifecycle
- Use historical information to inform customers of process and repair timelines
- Auto assign repairer via demand and locality of customer by default.
- Create dashboarding capability for contact centre and client awareness.
- SMS messaging to customers who elected this service
- Automate manual processes

In-scope for Motor Repair supply chain optimisation

- Catalogue repair network
- RPA automation for contact centres
- Repair Dashboards
- Historical modelling
- Auto Alerting

Past Process – heavy manual



Contact centre staff would commence claim and manually select repairer and inform customer of time and process of repair. This was inconsistent and misleading. Assessor multiple repair visits



Repairer may be overloaded so repair would not start for some time. Client not informed of progress unless they called contact centre



Contact centre staff had limited visibility of repair so would need to make numerous calls for updates

New Process – supply chain optimisation



Modern data ecosystem created to allow for historical repair and current lifecycles



Contact Centre process automation via RPA with sms setup if customer chose this feature. This included Repairer allocation by customer address.



Dash boards showing all repair lifecycle by entire repairer network with drill through capability down to individual repair. Auto enabled to contact centre staff for clear visibility



Repairer network analytics allowing for clear performance management needed for renewal negotiations

Wins



Repairer network streamlined with a more sustainable supply of customers



Customer satisfaction increased with less Churn as a result through reliable repair information



Interactive dashboarding allowing contact centre staff to have more meaningful conversations with customers



Customers alerting and repair allocation by geography saved time for staff and customers alike