Voice Transformation

Case Study

The Client

One of the UK's leading insurers, employing over 13,000 staff across 40 UK and international locations with over 13 million in-force policies and in the FTSE 100

They provide motor, home, pet, travel, van and small business insurance and is home to some of the nation's best-known brands.

The Challenge

A major high street bank had a directive from the European Financial Commission to divest parts of its business to the public market. A significant element of this was its insurance division which was the largest insurance group in the UK who relied solely on its parent for the delivery of all technology services.

They required an independent and technology agnostic company to provide a strategy and a series of recommendations for Contact Centre and back office telephony, Unified Communication and network services. This strategy and the proposed solution had to ensure complete separation from the bank and its business to become a standalone organisation

The Engagement

CCS initially worked with the senior insurance team to ensure that the business strategy was clear and could be aligned to a technology road map. As the bank had recently outsourced all of its IT services to one of the big five consultancy firms, an initial validation as to whether this was a viable option (commercially and strategically) or whether a competitive supplier RFP process should be undertaken.

In parralel, the team worked with the business to produce a detailed set of business requirements. The business relied heavily on the teams extensive market knowledge of telephony, contact centres and networks to ensure it support both their 'as-is' and 'to-be' operating models.

This activity resulted in a formal RFP for Contact Centres, Back Office and Unified communications solution to be based on a utility managed service pricing model.

Key new team members were brought into the project to facilitate the technology architecture and design and the production of both high and low-level designs. The team then tested the solution and managed the migrations which included 8,000 contact centre seats and 5,500 back office IP Telephony users spanning 40 UK and international locations.

The Results

- Detailed Functional and Non-Functional requirements all aspects of the contact centre including
- IVR and Call Routing, Workforce Management, MI, Customer Feedback, Call Recording and Quality Monitoring, Call Back Assist and Outbound Dialler
- A comprehensive £23 million-pound business case
- RFP and Vendor selection which included the creation of the RFP and support, the Q&A process, the evaluation of the RFP responses.
- Production of detailed architectural diagrams..
- The design of a high availability and resilient solution to support no loss of business delivery.
- The development, documentation and sign off of the component level Business Specifications Documents and Migration Specification Documents
- Functional and Non-Functional testing followed by User Acceptance Testing
- A complex migration of 8,000 Agents and 5,500 back office users across 40+ locations across a number of migration events including all associated training