

CASE STUDY



Eventra Recording Solution Puts MotorCycle Direct in Top Gear

MotorCycle Direct, a leading insurance provider for the UK motorcycle insurance market, puts customer service excellence at the top of its requirement list for a successful business. Empathy's Eventra recording solution was chosen to underpin and strengthen this success and strategy.

MotorCycle Direct was established some 5 years ago when a gap in the market was spotted for selling insurance policies aimed solely at motorcyclists. Today, MotorCycle Direct acts as an intermediary for more than 10 insurance companies, providing insurance cover direct to the general public or via motorcycling clubs. Part of this business is to provide customers with fast and easy access to insurance cover with the minimum of fuss in the quickest time possible and without the need for cumbersome paperwork. An obvious route to market for MotorCycle Direct is the telephone with all quotes, queries and selling being handled over the telephone. Accordingly MotorCycle Direct's multi-site call centre handles in the region of 4000 calls per day in the 60 seat call centre during its seasonal peaks.

Crucial to MotorCycle Direct's success has been to put the customer first, ensuring that high quality service and customer interaction as well as appropriate company procedures and policies keep customer loyalty and satisfaction high.

Improving Customer Service

While MotorCycle Direct knew its business model was a winner for a successful company and future revenues, it realised that the ability to record calls would further enhance the organisation. As well as complying with recent changes in GISC (General Insurance Standards Council) regulation, of which MotorCycle Direct is a member, a recording solution would also provide a further confirmation of what had been offered and agreed between MotorCycle Direct and a customer when a policy was taken out or renewed.

After researching the recording solutions available in the marketplace and short-listing a number of them, Empathy was chosen by

MotorCycle Direct to provide the system. "Not only did Eventra do everything we wanted it to do, at a competitive price and with a clear path for product development in line with our growth expectations," explained Rob Parfitt, General Manager, MotorCycle Direct "but all personnel we dealt with showed a willingness to co-operate, work with us and provide a recording system which would work for us."

The Eventra solution, although it could record selected calls if required, blanket records all calls in and out of the call centre via an SDX Index switch. Relevant call information such as time, date, CLI (Caller Line Identification) or DDI (Direct Dialed Inward) is also captured and tagged to the call, making retrieval of calls a simple task. Rob Parfitt commented, "We like being able to select calls by agent ID or call duration. Using a windows interface and the click of a mouse, allows authorised users easy entry and access to the system." Indeed, if necessary, policy details can be checked for accuracy once a sales call is concluded by replaying the call.

Eventra Offers Multiple Benefits

While the main reason for installing Eventra was for compliance, MotorCycle Direct is also finding it a useful tool during training. Agents are routinely monitored and calls analysed for ability, improvements in performance or areas of weakness. The time taken to carry out regular agent evaluations has dramatically reduced as reviewers can pull up a pool of recorded calls relating to an agent for assessment, at a time convenient to them. Calls can now be reviewed one after the other without having to listen in to each individual's extension until enough calls of the correct type are heard. In addition agents can listen to calls during appraisals or training sessions and understand exactly why a call was considered good or bad, and what areas of a call are strong or need improving.

"I am particularly impressed with the ease in which we can identify and retrieve a call. Efficiency within the call centre has increased and we are able to solve any potential problems or pinpoint individual training requirements in a short space of time with little effort," said Andy Cole, Call Centre

Manager, MotorCycle Direct. "From a training perspective productivity has increased and skills shortfalls are more readily identified."

Even the agents are happy to be recorded. Besides understanding the benefit in using recorded calls to improve performance and provide relevant training, they also like the peace of mind it affords against threat of abusive calls.

Obviously, should a complaint arise from a policyholder, MotorCycle Direct has ready access to recorded calls which will highlight immediately what was said by whom. MotorCycle Direct can take corrective action internally if necessary or rest-assured that their policies, procedures or selling techniques are not leading to unwanted complaints.

Tangible Results

"Empathy came top of our list as a supplier," stated Rob Parfitt. "It fitted our profile of a company we could do business with. Not only could Empathy provide the solution we wanted but the company is very open and approachable, tackling business partnerships in the same way we do - keen to provide what the customer wants, professionally and with an emphasis on quality of service."

Even in the short time it has been installed, Eventra has proved its worth a number of times. For example, Eventra acts an easy reference for confirming that best practices are being adhered to, thereby safeguarding MotorCycle Direct against potential complaints, while 40% of apparent agent mistakes have been proven to be actually attributable to callers.

For further information visit the Empathy website, www.empathy-systems.com.



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