

## The Challenge

This company recognised that the customer experience was increasingly important in an industry where product and price differentiation were hard to maintain. Financial planners and advisers gave very public ratings of the business and this company was below average in the league table.

They wanted to know how to fix issues that were frustrating their key advisers and to turnaround perceptions quickly.

## Key Points

- Three different assessment mechanisms used
- End to end diagnosis of the customer experience
- 40% cost savings identified
- Dramatic customer experience improvement delivered in months
- The customers asked Limebridge to engage on three further assignments

## Our Solution

Limebridge Australia applied three methods its Contact Analysis sampling approach, the concept called "stapling yourself to an order" to track work through the business and its operations diagnostic framework "PRISM".

We reviewed a contact sample to look at the complexity of processes and observed the operations in three locations.

We identified issues in work handed off, where bottlenecks and re-work developed and also the flaws and inefficiencies in the current operations. We also flagged how little the self service channels were being used and why.

The 6 week process gave the business quick wins to work on and three waves of improvement that were implemented within months. The payback period was measured in weeks.

## The Results

The analysis showed that better up to 20% more work could be resolved at first point of contact with a different set of processes and a revised operating model. It showed that at least 30% more work could be migrated to the self service channels and how much re-work and waste was in the system.

Within months the improved model had saved millions of dollars and the organisation rocketed up the rankings by advisers. They haven't looked back and asked Limebridge to work on two further assignments