

## The Challenge

The health fund had struggled to keep pace with the rate of contact growth. They had been so busy “coping with demand” that they had never questioned why it was there and had no processes to manage it. The company also lacked data on why contact was occurring though they felt, instinctively that many of the reasons lay with departments outside customer service. They also recognised that they didn’t want a “one off” solution but wanted a process to stay on top of demand for contact.

## Key Points

- Establishment of continuous demand management
- 35% reduction in contacts per customer  
Business takes ownership of contact drivers
- The client asked us to assist with two further projects

## Our Solution

Limebridge Australia completed its Contact Analysis sampling approach to identify the major contact drivers and some immediate solutions. This analysis was also used to educate the rest of the business on their impacts and to identify a coding and reporting structure.

We then put in place our Reduce Contact process with regular reporting, systematic root cause reduction and ownership of call drivers spread across the business.

The process quickly identified contacts that could be eliminated and process improvements that were used to reduce the time needed for other calls.

## The Results

The business was able to grow its customer base 35% over two years without growing the contact centre. This was achieved by reducing the contact volume across a range of categories.

The business had regular reporting of contact drivers which were owned by the areas that caused them. This helped prioritise changes and investments over the coming years.