

Customer Innovation

Introducing Teleclaims





Customer Problem



It took 23 days for customers to complete their claim form



In some cases over



100
days



Transforming the customer experience

Our team used

lean

to create a solution that



Uses simple
and efficient
processes

Is caring and
compassionate



Assesses and pays
genuine claims as
quickly as
possible

Introducing Teleclaims





A simple way of lodging a form




A 10 minute phone interview –
we don't wait for the customer to 'come to us'




Supports the customer in their time of need



Results



Forms are
returned four
times faster



Pays
customer
claims faster



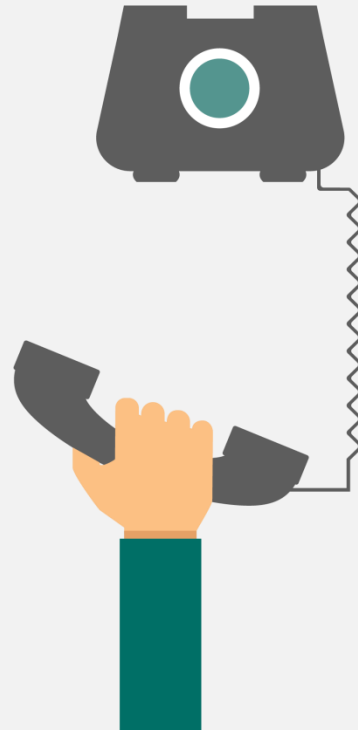
Improves
productivity

Customers



rated their experience 9/10

“The best claim service I have received in the 24 years I have been working in the industry.”



Adviser feedback

Awarded a Financial Services Council
Consumer Innovation Award



Industry feedback