



## HomeServe call centre go live with Redland 'Insight' conduct risk platform

HomeServe, the international Home Emergency Business, has gone live with their version of the Insight T&C platform from Redland Business Solutions.

HomeServe operate a call centre based business from their headquarters in Walsall, where they provide home emergency and repair services to over 5.5 million UK customers. The business has enjoyed significant growth since its formation in 1998 and now operates internationally within the USA, France, and Spain and is also extending its operations into Germany and Italy.

Earlier in the year HomeServe identified a need to provide a more systemised approach to the operation of its T&C regime, specifically its approach to both Business Quality and the management of Conduct Risk.

Some of the core objectives of this initiative included the ability to provide an efficient means of ensuring the T&C policy was both communicated, easily distributed and critically, supported from a process management perspective.

Richard Edwards ( Senior T&C People Business Partner) comments "The scheduling, recording and collation of T&C activity for all the employees within the scheme was proving very labour intensive, requiring dedicated resource and significant manual effort. The growth of the business and its expansion of services also meant we needed to have a more sophisticated and dynamic approach to both business quality monitoring and the wider aspects of managing conduct risk. In addition, we wanted to achieve operational efficiencies and have more support for managing our regulatory responsibilities".

"Following a comprehensive evaluation process, Redland's 'Insight' system was the obvious choice to deliver on these business goals. Insight is functionally rich, technically advanced and proven as a T&C solution, but also possessed the inherent flexibility to support other key related aspects of our conduct risk model."

As an example of this, HomeServe are already exploring integrating 'Speech Analytics' technology within their overall solution framework to allow a real time dynamic assessment of risk for their telephony based transactions and customer engagements.

Despite some challenging timescales and the necessary engagement of a large number of business functions, the project was delivered within the agreed timescales and the system went Live on January 14<sup>th</sup> 2015 within the sales function.

The system now embeds the route to competence processes for all relevant staff and then manages their role specific on going supervision. In addition it manages and records all training, supervision, development plans and coaching records centrally regardless of business area. The platform also records key risk indicators which are integrated with existing HomeServe systems and allows access to call monitoring records and related assessments. A series of specially developed information dashboards provide the business with a powerful management tool to ensure the scheme is being adhered to and quickly highlights exceptions and risks.

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Richard Edwards commented “We are very happy to have selected Redland as our partner on this strategically important project. They have gone the extra mile in demonstrating their commitment to helping us achieve our business objectives. In addition to a quality system, they have a highly experienced professional team, with a refreshing culture based on partnership and shared goals. We feel we have jointly delivered a solution which delivers on its prime objectives, and we can already see further opportunities for use of the system within the wider business”.

Joel Turland CEO of Redland commented “Redland are delighted to have worked together with HomeServe on this opportunity. This initiative from HomeServe demonstrates that an effective and joined up approach to T&C, Business Quality and Conduct Risk is not solely relevant to the retail investment advice market but also the wider financial services and insurance industry as a whole.”

“The project is also a great example of how our system’s core capability can be tailored to suit a diverse range of business applications and contexts. We find that evolved businesses are increasingly seeking to break down the historic ‘silo’ based approaches to T&C, Risk, Quality and Business Performance. HomeServe’s approach is a great example of why this makes sense in an increasingly competitive and ever more highly regulated market.”

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