Towers Watson
"Putting the Customer at the Centre"

Overview

INDUSTRY
Outsourcer

CUSTOMER PROFILE
Leading global pension administration suppliers

GOALS
Towers Watson needed to move away from its traditional admin environment to a new approach where calls are managed in a contact centre. They were looking for a solution that offered ease of access and fast response times

SOLUTIONS
Enghouse Interactive Contact Center: Enterprise

BENEFITS
- Ensures better outcomes for pension scheme end customers

- Provides in-depth management information to help drive the decision-making process

- Centralised approach to customer service in the contact centre by delivering a consistent approach to interaction

- Easy to integrate with our underlying scheme administration system

How Enghouse Interactive Helped Towers Watson Transform its Customer Experience Delivery

Towers Watson is one of the leading global pension administration suppliers. In the Technology & Administration Solutions group there are 1,500 associates across eight countries looking after over five million pension scheme members.

The company has a reputation for high quality service and rich technology. It focuses on delivering optimum customer service to its clients, who are trustees of occupational-based pension schemes. As part of this service, it is in regular daily communication with pension scheme members across a myriad of different pension types.

During January 2014 alone, Towers Watson took a total of 24,000 calls in its main UK contact centre in Redhill, Surrey. To support this service, its technology extends to its real time website with over one million members having access to their pension accounts in the UK, and extended capability to smartphones and tablets through the 'Track My Pension' App.

"We were confident that the solution would support all of our key criteria around ease of access and fast response times. It allows us to offer customers their preferred method of communications while giving agents a comprehensive lifecycle-based view of all customer engagements, thereby helping us achieve consistent customer service and ultimately better interaction outcomes."

Brendan Mooney , Operations Manager

TOWERS WATSON

Meeting the Challenge

Here we look at how Towers Watson has migrated from a traditional approach to customer service provision to deliver faster, more effective customer service through the Contact Center: Enterprise solution from Enghouse Interactive to fit within Towers Watson's primarily Mitel-focused telephony environment.

To ensure clients receive optimum service, Towers Watson needed to move away from its traditional environment, where calls from scheme members were received by the pensions administration team to a new approach where calls are managed in a contact centre by customer-facing staff using a flexible contact centre solution.

> "Critically though, unlike most solutions we considered it was relatively easy to integrate with our underlying scheme administration system."

Brendan Mooney , Operations Manager

TOWERS WATSON

"It was critical that the solution we chose gave us more control over our call handling, while delivering a highly professional customer service," says Brendan Mooney, operations manager, Towers Watson. "When our clients outsource their pension services, they look at the quality of service we can provide scheme members. So it was vital that the solution made it as easy as possible for members to get access to us. It was also key that the system supported fast response, as we are often judged by customers on how quickly we answer queries."

After a competitive pitch process, Towers Watson opted for Enghouse Interactive's Contact Center: Enterprise solution. As Mooney explains, "we were confident that the solution would support all of our key criteria around ease of access and fast response times. It allows us to offer customers their preferred method of communications while giving agents a comprehensive lifecycle-based view of all customer engagements, thereby helping us achieve consistent customer service and ultimately better interaction outcomes.

"The Enghouse Interactive solution also enables us to record interactions for internal quality purposes," he continues. "Critically though, unlike most solutions, we considered it was relatively easy to integrate with our underlying scheme administration system."

According to Jeremy Payne, International VP Marketing, Enghouse Interactive: "As an outsourcing provider of pension services, Towers Watson needed an approach which allowed it to 'federate' external partners and suppliers easily into its integrated customer service operation. Yet, for the end consumer the experience needs to be seamless. It was also important that the infrastructure provided was able to support multiple clients. Towers Watson needed a solution that could deliver personalisation at the front end for specific clients but allow businesses to share a common infrastructure while maintaining optimum levels of security. We were able to deliver all this functionality to Towers Watson through our Contact Center Enterprise solution."

With the decision to deploy Contact Center: Enterprise taken, the implementation took place with the help of reseller, 4Sight Communications, engaged by Towers Watson as its service provider for all telephony systems.

4Sight has deployed 50 seats of Contact Center: Enterprise within their contact centre. It also handled the process of integrating with Towers Watson's existing PBX switch with its pensions administration system. The solution is currently supporting email and voice communications at Towers Watson but with the potential to add a broad range of other communication types as and when required. Towers Watson is currently working with 4Sight to plan how to take advantage of the scalability of the solution to seamlessly take on new large clients if required. It is also working with the support provider on enhanced resilience and disaster recovery planning.

Centralising Customer Contact

Towers Watson has been able to achieve a raft of benefits by centralising its approach to customer service in the contact centre. It has been able to deliver a consistent approach to interaction. Call handlers can all be trained in a consistent manner, managing the resource base, providing cover where required and delivering the service itself through Contact Center: Enterprise. All of this is easier from a single central location.

Call Flexibility

Since going live, the rich functionality of the new solution has also enabled Towers Watson to be far more flexible in the way it interacts with customers. It has, for example, allowed the provider to put in place a tiered approach to calls. Each individual client company is assigned its own dedicated helpline number. In each case, scheme members can select 1 for basic enquiries, handled by one team in the contact centre, or 2 for more complex enquiries, to be dealt with by more experienced staff typically trained up specifically to deliver the service.

The implementation has also helped Towers Watson achieve a much greater level of operational flexibility. Using Contact Center: Enterprise allows it to move customers in and out of queues as and when required. The team can also use the solution to support calls to different locations, not just the main contact centre in Redhill, Surrey but also other key customer-facing sites in Welwyn and Leeds. In addition, it can use it to support the transfer of calls to the administration team.

The contact centre solution also provides in-depth management information to help drive the decision-making process. Towers Watson uses wrap-up codes which enable it to identify the types of calls it is handling.

The information provided helps the team identify the main issues customers are facing and need help with as well as identifying peaks in calls and the reasons for them. They can also use call recording to get a clear view of what was discussed on each call and to monitor difficult calls or for quality monitoring. All this intelligence helps Towers Watson to more effectively plan its approach, especially when call volumes rise, ensuring they are able to meet service level agreements (SLAs) at all times.

"Ultimately, though the biggest benefit of the solution for us is that it ensures better outcomes for our pension scheme end customers," adds Mooney. "What we are aiming to do is to ensure that as many customer queries as possible can be resolved in the first call or first contact. We want to build a 'one touch' environment, where we are able to resolve our customers' queries as quickly and efficiently as possible through a combination of the contact centre solution, the online environment and the skills and expertise of our staff.

"The capability to deliver joined-up technology and the best possible end user experience has become a key part of our pitch to prospective pension company customers and we now see it as one of the main ways we differentiate from the competition," he continues.

Contact Centre Evolution

Looking to the future, Towers Watson is planning to expand its use of both the contact centre and the Contact Center: Enterprise solution. It is already promoting the contact centre as a core part of its offering for new clients and is also actively promoting it to existing clients who have not yet taken advantage. For all these reasons, the likelihood is that the Towers Watson's contact centre will expand over time. The same is true of the Enghouse Contact Center: Enterprise solution itself, which has already proved its worth in active use within the contact centre and is likely to be more valuable still over the coming years as Towers Watson plans to further expand usage by bringing new and emerging interaction technologies like web chat and instant chat into play.

About Enghouse Interactive

Enghouse Interactive develops and supplies the widest range of customer contact solutions on the market through an extensive network of value-added partners. Enghouse Interactive's integrated suite of solutions includes multi-channel contact center, self-service, attendant operator consoles and workforce optimisation. These solutions enable organisations to classify and respond to customers in the way that they want: quickly, efficiently and successfully, with minimal effort.

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Learn more at www.enghouseinteractive.co.uk