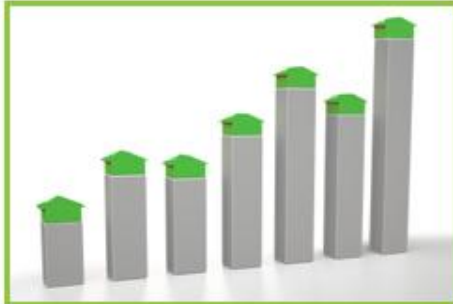


CASE STUDY



Simplyhealth offers online customers personalised service – and drives up sales in the process.

Simplyhealth is a multi million pound health insurance group whose primary business is the provision of health cash plans, private medical insurance products and services to both individuals and corporate clients. They decided to integrate the online operations of all their trading companies and optimise the management of data within their back-end systems by choosing a single web platform provided by ATG.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

THE CHALLENGE

The challenge was to provide customers with a superior online new business processing experience.

Having chosen and successfully implemented the ATG web platform with the help of ATG partner Sceneric, Simplyhealth were already enjoying the benefits of a superior online offering and were now looking for ways to optimise new business submission rates.

"Sceneric is helping us leverage the power of our technology toward real business gain. They work closely with both business and IT staff to ensure technology becomes an enabler to a more efficient and profitable organisation"

*Claudio Sergovia
– Head of HSA*

What they needed were the marketing tools to identify the point of abandonment of new business submissions so that they could intervene and help the customer complete the process.

The answer lay in ATG's Adaptive Scenario Engine which provides

easy-to-use and cost-effective tools to target customers, ensuring a consistent and excellent customer experience and event-driven follow-up functionality.

Clients who were dropping out of the new business process were identified and a message was sent to call centre staff who were then able to immediately contact the client and offer them help with the buying process. The effect was to decrease abandonment rates by 17% and online sales now account for a higher proportion of Simplyhealth's revenue than it did before.

THE SOLUTION

Sceneric identified a list of ATG optimisations that would help Simplyhealth with their new business conversion rates. Working with the core Simplyhealth development team, Sceneric utilised the ATG Scenario technology to integrate the call centre staff with the path to purchase, ensuring that potential customers were identified and contacted when they left the buy process. Using scenarios allowed Sceneric to develop the follow-up capability extremely rapidly, with no coding.

THE RESULT

This approach proved extremely successful with an average of 17% of drop-outs being converted.

These results that have seen a 100% return on investment in only 1 month. The improvements made to the purchase process are strategic and will further enable the other businesses within the Simplyhealth group as they migrate onto the ATG platform.

Head of HSA, Claudio Sergovia said *"Sceneric is helping us leverage the power of our technology toward real business gain. They work closely with both business and IT staff to ensure technology becomes an enabler to a more efficient and profitable organisation"*.

COO Jim Herbert said *"With an understanding of ATG that's second to none, and a methodology based approach that gets results, it's extremely satisfying to help our clients succeed in an increasingly competitive environment"*.

Sceneric continues to work with Simplyhealth to implement other innovative solutions to improve the overall online offering. ATG's scenario based customer management will enable Simplyhealth to provide increasingly higher quality service that is personalised for every customer. This should further improve customer satisfaction and loyalty and drive up sales and market share.



About Sceneric

Sceneric is an IT Services Company that specialises in designing and building innovative software for the Financial Services industry. Sceneric delivers a seamless, compelling and valuable straight through processing experience to product providers using a broker distribution model. The company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit www.sceneric.com or call +44(0)8445 678 720