

Case Study: Health Insurance

Western Provident Association (WPA)

WPA is a specialist UK not-for-profit health insurer offering award-winning health insurance solutions to individuals, families and companies of all sizes.



The Challenge

WPA was challenged with streamlining dynamic customer communications content while working to improve operational efficiencies. The company wanted to speed up the document creation process and remove the dependency on IT resources to manage template and workflow modifications as any delays impacted customer engagement KPI goals. The company also wanted to reduce the risk of any possible regulatory breaches related to written communications through greater control over document templates.

Template Management

With over 4,000 different document templates within their customer communications library, WPA needed to measurably reduce these options. The content assets were decentralized and any changes to the templates required development by the technical team often taking up to 50+ days for template set-up.

With an estimated average of 2,000-5,000 correspondences per day and up to 15,000 during peak times, content workflow was complex, disparate and lacked automation efficiency.

Quality Assurance

WPA wanted to improve the quality of user generated communications with effective quality assurance capabilities and empower departmental ownership. Content management required meeting strict GDPR regulatory and corporate governance standards. WPA needed assurance from standardized and dynamic content that was intuitive and user-friendly.

Legacy Technology

WPA had a cloud based legacy system that required IT development for modifications and did not allow for omnichannel communications in real-time. Content and workflow were managed by different tools across decentralized applications. UK GDPR data protection requirements mandated a compliant platform to transfer customer data. WPA implemented AWS Web Resources to move to advanced cloud security.

The Solution

WPA implemented the Topdown INTOUCH SaaS CCM solution to replace their legacy system. INTOUCH is an innovative cloud-based approach to CCM for sharing data, content and processes across organizations that transforms communications operations.

The simple, task-focused interface of INTOUCH enabled WPA's non-IT resources to create CCM templates and rules-based workflows for centralized content and branding assets. INTOUCH provided enterprise-wide functionality for template consolidation and streamlined omnichannel content updates. The intuitive platform enabled immediate and confident adoption by CSR end-users.

Template development time was significantly reduced improving the speed to market and the opportunity to grow workload volume. INTOUCH provided the highest levels of data security and privacy for all stages of content whether it was stored or in-use.

The TDSC Professional Services Group worked with WPA throughout installation, testing and template library optimization - breaking templates and content into reusable components to simplify and manage content throughout workflows.

"We have a hard-earned reputation for service excellence. The smart automation and flexible integration platform of the Topdown INTOUCH solution immediately empowered our customer relations team to manage content and improve our communications."

- Mike Downing,
WPA Chief Technology Officer

The Results

WPA garnered significant results from the INTOUCH implementation directly impacting company KPIs by:

- reducing template set-up time from 50 to 7.5 days
- decreasing templates by 97% from 4,200 to 130
- lessening IT resource involvement from three full-time employees to one
- cutting IT development costs by 66%

INTOUCH enabled omnichannel communications for representatives to deliver real-time content through customer preferred channels via email, customer portals and postal mail resulting in reduced operational costs with improved customer engagement.

SIMPLICITY

FUNCTIONALITY

AFFORDABILITY

FLEXIBILITY

SECURITY

We're Topdown.

Topdown provides customer communication management software and services to organizations looking to provide the best possible customer experience during high-value customer journeys. For over 40 years, from the mainframe to the desktop and now to the cloud, Topdown has helped companies communicate more effectively and efficiently with their customers.