



Assurant Solutions Boosts Service Delivery with Triage Services

For Assurant Solutions, a provider of specialist insurance and extended product warranty and protection programmes, enhancing the retail brand-consumer relationship is a key commercial objective. Leading high street names like Staples, the world's largest office products company, depend on Assurant to help deliver their vision of great in-store customer service.

Assurant's IT equipment protection programme gives retailers the option to offer their customers complete peace of mind on desktop PC, laptop, monitor, printer or scanner purchases. All warranty administration, technical product support and post sales service - including accidental damage repair - is managed by Assurant.

The challenge

Finding the right repair partner is central to delivering the seamless and 'hassle free' consumer experience that's enshrined in the individual IT equipment protection plans Assurant defines for each retailer it works with.

"We need 100% confidence in our support provider," explains Peter Newman, Procurement Manager, Assurant Group UK and Ireland. "Any failure to collect, repair and deliver to stores within specified timescales has a significant impact on the credibility of our service, and the brand reputation of our retail customers."

Service delivery is underpinned by complex processes that must operate flawlessly. Any exception has to be flagged and escalated, giving Assurant the ability to proactively manage each incident and communicate status updates to retailers.

Peter Newman takes stock of the challenge; "Delivering our innovative service offerings effectively depends on real-time information and timely interactions with our support partners," he says. "Our ability to manage the customer relationship stands or falls on this."

The solution

After an extended due diligence review, Assurant took the decision to select Triage Services as a repair partner. Triage's engineering capability and robust process management expertise played a critical factor in the final decision, as Peter Newman explains.

"Triage invested six months working with us to review the entire service delivery process and significantly streamline every interaction," he says.

"The service relationship is the key to the delivery of exceptional service, and Triage Services has become, by default, an extension of our family."

Peter Newman, Procurement Manager, Assurant Group UK and Ireland



“Their personnel sat alongside our operational teams, undertaking a full GAP analysis, and helping redefine our first line call management filters. By the close of the project we were confident we had a powerful supply chain process in place.”

In April 2008, Triage took on responsibility for the in-store collection, repair and return-to-store delivery of computing and related desktop peripheral products. As part of its remit, Triage also performs warranty administration on behalf of Assurant. Full data protection on consumer laptops and PCs is maintained throughout the repair process and Triage ensures all electronic assets are managed according to EU environmental legislation requirements.

Triage triggers the next day collection and rework process on receipt of a return materials authorisation (RMA) from Assurant’s customer services team. The entire process is designed to deliver a return-to-store service, with all repairs completed within four working days or less.

The outcomes

Within four weeks of the Triage ‘go live’, service turnaround times had improved by 50%, while compliance with service level key performance indicators increased to 98%. This has already provoked extremely positive feedback from retail customers.

Assurant now has direct access to real-time live data every step of the way. Using Triage’s unique web-based WBRS reporting system, Assurant’s teams can track the progress and status of every item, gaining instantaneous updates for its retail customers at the touch of a button.

Improved service visibility now means Assurant’s customer service teams are able to deliver better customer service. Access to timely and accurate data from Triage’s web-based reporting systems means Assurant can keep customers informed and is better positioned to proactively manage exceptions.

“Triage shares the same values and goals for quality customer service as we do. They’ve brought a wealth of experience and a wide range of initiatives to support the delivery of a unique service experience for retailers that’s tailored to the needs of their customers,” concludes Peter Newman.

About Assurant Solutions

Assurant Solutions businesses develop, underwrite, market and administer specialty insurance, extended service contracts and other risk management solutions through collaborative relationships with leading financial institutions, retailers, automobile dealers, funeral homes, utilities and other entities. With operations in 25 locations, including executive offices in Atlanta, Ga., Assurant Solutions serves clients and their customers in 13 countries throughout North America, the Caribbean, Latin America, Europe and Asia.

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