

## ASSISTING A LEADING PERSONAL INJURY CLAIMS FIRM WITH ITS CUSTOMER ENGAGEMENT AND HANDLING PROCESS

### CHALLENGE

- Harris Fowler were receiving high volume customer calls handled by a third-party call centre
- Customer data was captured and e-mailed to the case handlers.
- Once this data was received it was re-keyed into their case management system.
- The process was time consuming, repetitive, and prone to errors which often resulted in long delays contacting and obtaining necessary information from the customer, sometimes leading to a loss of business.

### SOLUTION

By deploying our **SmartLink** application, the claims firm could digitally engage and interact with their call centre agent and customer.

It allowed them to pre-qualify customer data by checking and instantly reconfirming information for accuracy as well as automatically sending it to the case management system (CMS) and creating a new case file. The handler could now access the case file and use **SmartSign** to send and receive relevant signed documentation

### RESULTS

Harris Fowler no longer have the need to re-key client data into their CMS, saving substantial administrative time and costs and reducing error.

Clients can be onboarded faster, leading to a notable increase in the volume of customer uptake.

The customer user experience was also significantly improved as forms could be submitted and signed easily using any mobile device.



Harris Fowler is a “no win, no fee” Personal Injury Solicitors with an impressive 93.7% success rate. Prominent through its national TV advertising campaign, it handles a large number of enquiries from members of the public who have suffered personal injury and who wish to make a claim for compensation.

