

## EE make significant improvements to Case Management & Employee Satisfaction whilst making huge savings with Neocase HR Power



### At a glance:

- EE
- Location: Bristol, UK
- Industry: Communications

### Challenge:

- Fully optimize existing HR SSC

### Solution:

- Neocase HR Power
- - Personalized Knowledge Base
- - Email Management
- - Proactive SLA

### Results:

- Increased Employee Satisfaction
- Achieved savings of over £175K in a year
- Improved Productivity by 60%
- Increased Executive Visibility
- Achieved Tier 1 Resolution Rate at 95%

EE are one of the largest telecommunications company in the UK providing superfast 4G mobile services and fibre broadband to over 27 million customers. Their 15,000 plus employees have over 86 million conversations, including 40m in-store customer visits at 700+ retail stores and 35m website visitors each month. EE's heritage of innovation, was borne out of two major mobile brands, Orange and T-Mobile.

### Challenge

Achieve full optimization of existing HR SSC

*"When EE was first formed in 2010 we had a contact optimization strategy and tried to deliver efficiency through optimizing our self-sufficiency opportunities and also through optimizing our Tier 1 front help desk service. We recognized the challenge of redesigning our existing model to achieve optimization and were committed to finding the right solution to support our business objectives,"* explains Karen Gusterson, Director, HR Operations.

EE's HR SSC did not fully optimize HR service delivery as teams did not have the tools required to run it.

They knew that leading organizations managed HR administrative processes with Knowledge bases, integrated telephony, sophisticated case management, a rich service catalogue and SLAs, which tightened up process control and measurement.

Optimization would enable EE to offer high quality HR services and increase employee satisfaction. By streamlining HR productivity they could unlock increased efficiency, build more management information into their HR activities, and reduce HR service delivery costs. Organizations with an HR SSC in place for one year, typically reduce HR admin by 20-25%.

## Requirements

Implement a sophisticated HR Case Management solution for EE's HR Shared Services

Karen Gusterson outlines EE's requirements: *"We required a state-of-the-art solution to support our tiered shared service model with an effective workflow and recommendation engine. We were determined to provide a world class HR service delivering the right balance between automation and personal touch, and consistently provide high quality advice & service to our employees."*

By automating admin tasks and processes EE employees could focus on more strategic and complex processes; while automating complex business processes would lead to greater efficiency and productivity.

Crucially the new system needed to provide critical information to EE's key decision makers and top management to support real time decision making by:

- Giving access to reports and easy interrogation of data
- Performing "root cause analysis" to support business improvement decisions
- Easily and accurately tracking and monitoring Key Performance Indicators (KPIs)
- Distributing and extracting data for corporate reporting tools or HR data warehouse

Overall EE wanted their new HR SSC to:

- Quickly analyse quality and use of knowledge base, identifying gaps in information repository
- Provide data to shape and improve the HR service
- Minimise risk, maintain compliance and governance
- Significantly reduce service and operational costs
- Improve employee productivity, increase customer and employee satisfaction

## Solution

Seamless integration, flexible, intuitive

*"We used Neocase Power for HR in March 2012 to support our objectives and we found that they seamlessly integrated with our SAP database and we used their Knowledge Base reporting tool along with their email integration service",* Karen Gusterson explains. The uncomplicated 2/3 tier support model of Neocase HR Power is supported by an automated workflow, driven by an intelligent routing engine, an event & business rules engine, and a timeline that supports SLA. It also includes the flexibility of configuring tools in-house when required, while cases are viewable across all business areas for easy checking of case histories and precedents.

An enhanced employee experience is attained via proactive interventions such as follow-ups and calendar reminders that support specific HR processes. All calls, emails, faxes and letters are quickly handled, logged, categorised and

closed with a consistent response from a central knowledge base.

Improved data & information management is achieved through information extraction by region, function, level and types of ER case to inform and support strategies. And measure extraction to highlight data such as response quality, volume and productivity, and SLA achievements, and informed capacity planning.

Reports are generated by accessing a standard report library that encompasses cases, teams and knowledge base, combined with a flexible reporting engine that creates multi-dimensional reports.

## Results

Greater efficiencies, £175k savings, enhanced employee experience

Karen Gusterson summarises the results from implementing Neocase HR Power: *"So far we've managed to achieve a 60% reduction in cases and 30% reduction in costs and have managed to keep our queries and our cases at first contact with 95% remaining at Tier 1 without referral to our Tier 2 specialists."*

The successful deployment of Neocase's transparent and streamlined Power Solution has yielded significant benefits for EE:

- Increased employee productivity
- Higher satisfaction for employees, managers, and HRBPs
- Standardised information for internal customers
- Maintained service levels
- Improved speed & quality of response through a single contact approach
- Reduced 'double handling' queries
- Greater prominence and inclusion of management information about HR activities for greater scope to shape and improve services
- Total annual savings on labour costs of £175K

## Next steps

*"Our future plans are to continue to mine the data in Neocase to help us pro-actively manage our employee contacts and further improve our employee relations."*

- Continuous improvement of data analysis
- Pro-active process management including automated emails prompting EE employee about required information
- Enhance product to support EE processes.
- Increased HR productivity by creating new teams to support wider business processes such as payroll, expenses, reward and resourcing
- Upgrade from version 12 to the latest version of Neocase HR Power to include End-to-End Business Process Management