

Helpline Services to Support Communication Programmes

Who should read this?

Any pension scheme undertaking a significant ongoing or short-term change or communications programme, with a desire to manage member calls promptly and professionally

Supporting major change and communication programmes

The pensions industry is subject to relentless change. Regulatory changes, legislative changes or scheme specific programmes often require significant member communication exercises, which in turn can generate high levels of incoming calls, enquiries and associated transactions. For some schemes this creates a problem or can even be prohibitive to introducing change.

When such a change occurs it is vital that members receive answers to their questions and gain reassurance about the impact on their benefits. Where expected call volumes are high, the current infrastructure often does not have the capability or scale to cope and overloading existing channels can both be detrimental to callers and negatively impact day-to-day workloads. Providing a service from a state-of-the-art service centre, manned by customer service professionals can not only take the strain, but also improve the member experience when they interact with the scheme.

Aon's Service Centre can be deployed to provide the additional support required, giving the client peace of mind that member enquiries are being answered promptly and professionally, backed by ongoing measurement and reporting on the member experience.

About Aon's Customer Service Centre

Aon's UK Service Centre offers a state-of-the-art telephone helpline service to clients, their employees and scheme members to support the resolution of queries and the completion of basic transactions. Handling over 180,000 calls a year, it is the "front line" of the Aon experience for the members of more than 200 of our pension administration clients.

The service seamlessly integrates with our administration service but can also provide an additional standalone service to support change projects or consulting exercises where communication with members is required.

Despite serving a diverse range of clients with differing helpline requirements, the Service Centre targets a first time enquiry resolution rate of over 80%.

The Service Centre utilises 'Institute of Customer Service' principles to ensure our customer service staff provide the best possible experience during a call. Training is also being delivered throughout our administration service to ensure the same high quality of service is maintained right through a customer's interaction with us.

Find out more

For more information on our services or to discuss how Aon can support your own change or communications programmes, get in touch with your usual Aon contact or alternatively contact:

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"When planning a significant change to our benefit structure, Aon provided the Bank with invaluable support during the consultation process by providing a helpline for members to support the communication exercise. Queries were answered promptly and professionally, allowing the specialists to focus on delivering the change without being swamped by member calls. The statistics received regarding member enquiries also enabled us to refine our member communication."

Leading global investment bank

Key features of the Service Centre

	<p>All calls are handled in the UK from our Sheffield office.</p> <p>We utilise state-of-the-art UK call centre technology to manage, schedule and measure call activity.</p> <p>Unlike traditional models, the Service Centre operatives are ring-fenced from the ongoing administration teams meaning peaks in call volumes do not impact other services provided.</p>
Operations	<p>Services are provided through a multi-client environment to enable the smooth management of peaks and troughs in call volumes.</p> <p>Standard operating hours are 9am to 5pm, Monday to Friday but these can be extended to support non-UK members and to integrate with other support functions either within Aon or at the client.</p> <p>UK English is available as standard but additional multi-lingual options are also available.</p> <p>A robust disaster recovery plan is in place ensuring resumption of service in less than 24 hours.</p>
Service and quality	<p>All staff are fully trained in customer service guiding principles, call centre tools, client product knowledge and client and administration systems as required.</p> <p>Employment of specific customer service trained staff to support the Service Centre rather than pensions administration experts allows us to offer greater focus on member experience.</p> <p>The knowledge documentation used to answer calls can be tailored so that the terminology used is familiar to the callers.</p> <p>Intensive client specific training and the utilisation of centralised tools to manage client specific details across all teams allows us to offer a unique combination of call centre efficiency with specialist knowledge and quality.</p> <p>All calls are recorded.</p> <p>A robust quality framework is in place to measure the quality of calls, support coaching activity and drive continuous improvement.</p> <p>First time call resolution is 80% or higher.</p> <p>Clients receive management information which details call volumes, speed to answer performance and top call topics. The information can be tailored to meet the requirements of the client to report on other quantitative and qualitative measures.</p> <p>All callers must pass rigorous data security before personal information is disclosed.</p> <p>As a quality measure, callers are invited to complete a member satisfaction survey at the end of the call if they wish.</p>
Technology solutions	<p>One helpline number covers national and international callers.</p> <p>Calls are routed using Avaya technology – an industry leading tool.</p> <p>Automatic call distribution.</p> <p>Impact 360 workforce management software supports call volume forecasting, capacity planning and call trend analysis.</p> <p>All incoming and outbound calls are recorded using Impact 360, supplied by Verint, an industry leading firm.</p> <p>CMETRIX software is used to facilitate member satisfaction surveys.</p> <p>Welcome and close messages recorded as per client requirements.</p>

Queue management

The Service Centre utilises a state-of-the-art queue management system. This provides callers with the opportunity to request a call-back rather than waiting on the phone on the rare occasions that they are held in a queue during busy periods.

Our queue management system holds members in a virtual queue and calls them back as soon as a customer service representative becomes available. Client experience of our queue management system tells us that it provides improved service and customer satisfaction levels, measurably improves productivity, reduces abandoned calls and improves the average speed to answer calls.

Delivering clear benefits

- The scalability and flexibility to manage major projects or activity peaks
- Minimising impact on day-to-day business
- Enhanced member experience and an enabler to effective communication

About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

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Why Aon?

Aon's Customer Service Centre is well placed to support your short-term or ongoing change or communications programme.

- A dedicated, ring-fenced UK operation working closely with your administration team
- A well established, experienced operation – handling over 180,000 calls a year
- Employing customer service professionals focused on query resolution and the member experience
- Powered by state-of-the-art UK call centre technology
- Utilises queue management technology
- First-time query resolution rate of over 80%
- Peace of mind from working with one of the UK's largest, most experienced administration providers

