

CASE STUDY:

Target Group

Target Group, a leading software and business process outsourcer in the UK, delivers solutions for loans and mortgages, savings, investments and insurance to the financial services industry. A large number of top global banks use Target Group's software and services to manage their lending and investment portfolios.

The services offered by Target Group help deliver cost reduction, increased productivity, and reduced risk to business. Over 50 major financial institutions across the UK, Australia, and New Zealand rely on Target Group's services, to manage £24bn of assets from over 18 million accounts.

CHALLENGE

Target's engagement model is through business consultancy based on extensive industry knowledge of regulated marketplaces, technology and process IP that delivers added value to its clients. Effectively managing the Target customer experience and lifecycle is crucial to the business.

In addition, Target's institutional customers often require expert guidance and systems to manage their own end customer experience. Recently, a large financial institution was required to undertake a customer remediation programme as a result of regulatory issues with the promotion of certain products it had historically sold. The company needed to quickly rectify the issue with its customers and implement a remediation programme to provide the regulator with confidence that customers would be appropriately contacted and redressed if required. There were over 80,000 customers that were potentially impacted and the client needed support to quickly organise a solution to deliver this.

APPROACH

Target Group needed a single platform on which to manage front-end and back-office operations related to customer service and the customer experience. They wanted a modern platform integrating business process with enterprise data, social collaboration, and native mobility. In addition, they sought a way to rapidly deploy solutions for their customers based on Target's intellectual property and expert market guidance.

They chose Appian as the platform to solve all of those challenges. The selection was based on Appian's comprehensive and integrated suite of capabilities, and the rapid time-to-solution made possible by Appian's "configure, don't code" approach.

SOLUTION

Target Group has used Appian internally as a CRM solution to optimize customer service and manage the end-to-end customer journey. All front-end and back-office customer operations run on Appian. Target uses Kofax document imaging to scan incoming customer mail. Kofax is integrated into their Appian environment, allowing Appian to appropriately route customer requests and issues to the relevant Target teams based on business rules. Target also uses Appian in their contact centres to run through the data protection questions at the start of a customer call, look up the relevant client account, handle call notes, and more. Appian is also used as the system for complaints management and resolution. All of this is managed through Appian's unique Records capability for enterprise data management. The result is a single and unified view of the customer across all interactions and channels.



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Appian also allows intelligent workload balancing. When call volumes are low, call centre staff can pick up other types of back-office customer work via tasks in the Appian system. Conversely, when there is a spike in calls, the back office teams can pick these up via Appian as well.

Target Group has also used Appian to rapidly deliver software solutions to its institutional customers. For example, in response to the remediation programme need outlined above, Target used Appian to quickly provide a robust, compliant, auditable and platform-agnostic “pop-up” solution to the customer organization.

Using Target’s lean consultancy capabilities they were able to design an automated solution for what would otherwise have been a manually-intensive process. Using Appian, they were able to realize that vision as a working software solution in just two weeks. This rapid deployment was essential as the regulator prescribed strict deadlines for the remediation programme to be implemented. In parallel, Target managed all inbound and outbound mailing and telephony for affected end-customers.

RESULTS

The solution was an enormous success, delivered on an aggressive timeframe and within budget.

Highlights included:

- Solution externally audited and approved by the regulator
- Solution delivered in 2 weeks
- In-excess of 80,000 customers managed to a successful outcome
- Over 400,000 customer interactions managed
- Major manual process re-engineered resulting in a >80% reduction in processing time

Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian’s platform help companies drive digital transformation and competitive differentiation.

For more information, visit www.appian.com