

# Admiral Insurance makes customer complaints hassle-free

Civica Case Management system provides enriched customer complaints information

Admiral is a UK based FTSE100 insurance provider, offering private and commercial vehicle, property, pet and travel insurance and personal financing to millions of customers across multiple brands.

For decades, Admiral relied on multiple legacy systems for managing customer complaints, escalations, and claims, resulting in limited data sharing between departments and inefficiencies.

## Selecting Civica

Following a tender for a replacement solution, Admiral chose **Civica Case Management** based on its ease of integration, and bespoke flows, the clean intuitive interface and real-time dashboards, along with projected efficiencies and savings, to provide a clear return on investment.

Civica Case Management is used by 8,000 Admiral employees, including handlers, administrators and management - providing:

- A single complaints platform, with everything visible to frontline handlers, escalations and management.
- Guided workflows and clear information for staff to follow, and reference any previous issues faced by the customer.
- Real-time dashboards, enabling performance management of complaints and Root Cause Analysis.

"Within six months of the system going live, 15,000 cases were logged, with very positive feedback", says Shane Hook, Complaints Platform-Product Owner at Admiral Insurance. "We're gathering more data now to give more enriched complaints information."

## • Key Outcomes

- 1 **50% reduction in service complaints administration**
- 2 **Multi-point Root Cause Analysis recording**
- 3 **50% saving in case handler training time**

"Previously, new handlers joining would take about six months to really embed into the system. The Civica Case Management system is so intuitive, it only takes half that time to get complaints handlers up to speed from a productivity point of view, which is a big game changer for us bringing on new staff"

Lianne Morgan  
Customer Assurance and  
Complaints Manager,  
Admiral Insurance

Learn more:

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## No Unnecessary Admin

"We are seeing a 50% reduction for service complaints administration, and a 40% reduction for claims complaints administration", says Shane Hook, "Overall, a 45% net-average improvement. A substantial positive on case management efficiency".

"Then combine those savings with the additional valuable information we receive, including multi-point Root Cause Analysis to further reduce those types of future complaints."

"Based on an extensive time and motion study we're seeing a 50% reduction in complaints service admin - which is huge."

**Shane Hook**  
Complaints Platform-  
Product Owner,  
Admiral Insurance

## Multiple RCA

Being limited to a single Root Cause Analysis classification for each complaint - with other 'causes' of the complaint hidden in the notes - can lead to a skewed view across overall causes.

Civica Case Management allows recording and reporting on multi-point Root Cause Analysis. This allows the accurate identification of all the root causes in each complaint. This enriched data can then be utilised to improve the end-users process and eradicate potential pain points.

## Quickly Up to Speed

Previously, on-boarding new case handlers to the team, it would take about six months to achieve a level of competence with the complaints handling system and processes.

"With the intuitive new Case Management tool, new employees have picked everything up by month three."

"This is a massive game-changer for us", says Lianne Morgan, Customer Assurance and Complaints Manager at Admiral Insurance.

## Future plans

Admiral have plans for further developing the system including future plans to incorporate a self-service portal option for their clients.

"A self-service portal is a big enhancement that we're looking at with the team", Lianne Morgan explains, "by giving customers greater choice of their preferred channels of communication, this supports vulnerable clients and aligns with the Financial Conduct Authority (FCA) Consumer Duty recommendations."

"For us, it's all about outcomes. Making sure we give a fair outcome, a good outcome. The Civica system enables this, we built it around protecting customer outcomes."



Admiral is a UK based insurance company, set up in 1993 to specialise in car insurance. We've come a long way since then and now offer a lot more than just car insurance.

We now offer a variety of products including MultiCover, MultiCar, home and travel insurance, personal loans and car finance

Admiral's aim is to give customers the best possible customer service. Whether you're getting a quote, changing or updating your cover, or making a claim, we want it to be as straightforward and hassle-free as possible.

[www.admiral.com](http://www.admiral.com)

Learn more:  
[civica.com/casemanagement](http://civica.com/casemanagement)

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