

# Case Study

## Police Mutual achieves business transformation with cloud solution from Avanade



Avanade helps Police Mutual to transform service delivery

### Streamlining operations

Police Mutual is a not for profit mutual organisation, dedicated to helping serving and retired police officers, police staff and their families with their financial wellbeing.

Police Mutual wanted to modernise and simplify its operations and provide a more responsive customer service across multiple channels.

Employees relied heavily on unstructured email collaboration and with staff spread across several UK office locations, meetings took time to organise. Marketing activity was based on traditional postal and telephone methods and mailshots were generic and impersonal.

This working environment and its effect on culture was not sufficiently dynamic to sustain the strategic ambitions of the management team and so workplace transformation became a core component of their strategy.

### Transforming with the cloud

Police Mutual selected Skype for Business as its corporate telephony, video conferencing and collaboration solution and Microsoft Dynamics CRM to provide a complete view of customer activity and to automate manual processes.

Avanade worked with Police Mutual to deliver this business transformation. David Loughenbury, CIO, Police Mutual, states, "Avanade provides a hugely deep set of Microsoft skills. Using the offshore model, Avanade can deliver great service and effective costs for us and they does it in a way that helps our business grow."

Stephen Mann, CEO, Police Mutual, adds, "I have been surprised and delighted at the level of innovation that has resulted from the partnership. Partnering with an organisation that can support innovation at speed is massively valuable."

### A complete customer view

CRM is enabling staff to have more engaging conversations with

customers by providing a complete customer view. "With the customer information all in one place, the call handler can access it instantly and is able to respond more knowledgably and to pre-empt some of the elements of the conversation as well as save time," says Sarah Myers, head of operations for life and savings.

Myers adds, "Previously we may have had to call that member back. The immediacy of being able to see the data means that it is tangibly transforming our service delivery."

*"The use of technology to enable us to understand business performance and act really quickly has been massively valuable. We have now had three years of consecutive double-digit growth."*

–Stephen Mann,EO,  
Police Mutual

