



NetServices provide innovative technology to underpin insurance business

MorganAsh is a small but growing business operating in the insurance sector based in Merseyside. The company undertakes interviews for life and health insurance applicants. Traditionally these interviews were recorded by filling in lengthy and time consuming application forms.

As a new business MorganAsh wanted to set themselves up to take advantage of the latest technologies available as well as ensuring they had the flexibility to evolve these technologies as the business grew.

Challenges

New and growing businesses like MorganAsh present unique challenges in terms of technology. As a small business they don't want to have to make huge capital investment in a technology solution they may outgrow in a year or two, however neither do they want to inhibit their business by not having access to the latest in technologies.

Rather than the lengthy and manual process of completing forms, MorganAsh wanted to record interviews digitally so they would have a simple but 100% accurate record of the interview undertaken. This method has become established in North America over the last 15 years and MorganAsh are the first to launch this service in the UK and Ireland.

This requirement led to a detailed investigation of call recording options available in the market. A traditional analogue tape recording solution was initially considered but inherently problematic due to the combination of tape and analogue telephony architectures.

Digitally recording the calls was far simpler, with interview recordings simply renamed, filed and streamed to MorganAsh insurance customers. This solution ultimately led MorganAsh to NetServices.

CHALLENGES

- Small business with limited capital to invest in technology
- Gaining access to innovative technology suited to a growing business
- Industry regulations

SOLUTION

- Hosted IP telephony solution with automatic call recording provided a cost effective solution

RESULTS

- The Hosted VoIP solution provides cost-effective innovative solution
- Enabled a remote working policy to be implemented
- Call recording protects against ambiguity in the event of insurance claims

"As a growing business we needed an approach that could grow in line with our business. We are growing from zero to 1000 interviews per week in a short period of time, we needed a system that could scale and was cost effective to start with. We spent six months looking at different options, but there is no other solution that could compare."

Andrew Gething, MorganAsh.

Solution

NetServices Hosted IP Telephony service provided MorganAsh with the ability to automatically record and securely store conversations, a more cost effective method than the traditional approach of filling in long application forms.

The IP telephony solution included data centre and back up services as well as the call recording option. Through bespoke computer telephony integration, voice recordings are linked to the MorganAsh scheduling and interviewing systems.

Benefits

A major part of the MorganAsh service is to provide a recording of the interview, so that in the event of an insurance claim, the recording can be replayed. This removes the mis-selling ambiguity so often seen in the insurance industry.

Though the option for call recording had led to NetServices, the voice over IP (VoIP) solution offers a multitude of other benefits to the company. The Hosted IP Telephony service is location independent so MorganAsh were able to roll out a remote working solution to their employees. As interviews have to be undertaken by qualified nurses and are often outside conventional working hours this is proving a vital part in the growth of the company. It ensures MorganAsh can be more efficient and more effectively fluctuate service in line with variable demand. It also provides a far more flexible working solution for employees of the business who can now operate as easily from home as they would do in the office environment.

The Future

Having established a close working relationship with NetServices based on the voice application, MorganAsh have since looked at other services provided and are now hosting all their applications centrally in NetServices hosting centre.



“We are now starting to roll out a remote working solution, to enable our nurses to work from home. This will increase our resilience with an alternative backup solution, increase our efficiency and enable us to fluctuate our service in-line with variable demand.”

Andrew Gething, MorganAsh.

“Given the highly competitive business environment which they operate in, companies such as Morgan Ash increasingly place technological solutions at the heart of their strategy to improve productivity and gain a competitive advantage. Smaller businesses like MorganAsh don't have all the skills required to pull together such a complex solution but through choosing a fully managed solution are able to harness the potential of the technology with a scalable, resilient and commercially competitive solution.”

Phil Wedgwood, NetServices.