



boomerang™

CASE STUDY

CAPITA - PERSONAL

INDEPENDENCE PAYMENT (PIP)

CAPITA

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Ian Clarke, Operations Program Manager, Capita PIP

MOBILE WORKFORCES

Capita PIP deploys Boomerang's messaging solutions to bolster communications, improve productivity and accelerate disability assessments.

BACKGROUND

Capita PIP, the assessment provider for the Department of Work & Pensions (DWP) in England and Wales, and for the Social Security Agency in Northern Ireland has partnered with Boomerang to improve two-way communications with its field-based staff.

The organisation, plays a key role in determining individual eligibility for Personal Independence Payment, is using Boomerang's powerful messaging tools to enhance client engagement and bolster connectivity with its 500-strong mobile workforce – driving more efficient, productive operations and accelerating the application process for claimants.

INDUSTRY: Social Security
WEBSITE: www.capita.com

The Boomerang tools use innovative patented 'threading' technology to bring automation into business processes, helping the organisation to maintain strong, responsive and traceable communications with field-based employees.

Personal Independence Payment (PIP), replaced Disability Living Allowance in April 2013 and is designed to help the long-term sick and people with disabilities – but eligibility is subject to an independent disability assessment by a qualified health professional. With the majority of assessments taking place in claimants' homes, Capita PIP needs to ensure that its remote workforce is agile, productive and efficient – and also safely integrated into its wider operations.



BOOMERANG

The Boomerang technology enables Capita PIP to send out appointment reminders, via SMS, to any claimant that has registered a mobile phone number on their application. Boomerang's unique threading technology means that unlike standard blanket SMS communication, the

system is able to identify and match recipients SMS and escalate replies through the appropriate workflow processes.

"If our main office goes down, we now have a simple and effective solution to alert workers with Boomerang"

Ian Clarke, Ops Manager

Moreover, because the Boomerang solution integrates with the company's Microsoft Dynamics CRM system, the SMS reminders are automated – accelerating communications pathways, driving efficiency and improving service to end-users.

"The system is already proving popular with claimants," says Ian Clarke, Operations Program Manager, Capita PIP. "Because of the nature of our end-users, their communications skills and platforms are variable; we therefore need to have a number of channels open to claimants. SMS is proving to be our most effective method of communication – with the majority of claimants preferring to contact us via this route. In turn, this

MOBILE WORKFORCES

improved connectivity provides great downstream benefits for our field-based staff."

With Capita PIP's field-based employees spending most of their working days in assessments, the company has previously found maintaining contact with mobile workers to be extremely challenging. "It is commonly difficult to get messages to them; they often don't read their emails until the end of the day, and rarely respond immediately to voicemails. As such, whenever there are issues – be that an IT problem or a cancelled appointment – it is a challenge to make contact. This has implications for productivity and efficiency. We therefore wanted a method of contacting people quickly and easily.

Boomerang has shown us that text messaging is the ideal method – and people appear much more likely to respond using this approach."

BOOMALERT

Capita PIP also plans to use Boomerang's incident management tool, Boomalert, to bolster its business continuity capabilities. It will allow Capita PIP to automatically run two-way simultaneous escalation incidents and manage these these processes by exception through a user configured drag and drop process environment, and all based on the end user's response. "The technology will strengthen our resilience," says Ian. "If our main office goes down, we now have a simple and effective solution to alert workers – helping

us to reduce downtime and maintain productivity. Boomalert will help us to escalate and resolve critical issues, and gives us the ability to track individual responses and communicate by exception."

BOOMMAIL

In addition, Capita PIP hopes to use Boomerang to support email to SMS correspondence with the new Boommail application. The company has recently conducted a small trial with senior management, using SMS to alert the team to key email communications. The trial, which prompted users to visit their inbox to pick up specific and vital information, increased response times and accelerated communications.





"Boomerang gives us greater control and visibility of our mobile workforce and making our operations more agile, productive and efficient. It's great for us, but more importantly, it's great for claimants too." *Ian Clarke, Operations Program Manager, Capita PIP*

FINAL WORD

"Our use of Boomerang is already helping to improve client engagement and speed up internal processes," says Ian. "We have had great feedback from our communications and senior management teams, and there appears to be a widespread view that this is now the communication channel of choice. It's quick, easy and

effective – and you can do it at the click of a button. Implementation has been really straightforward and once it's set up, you can communicate with hundreds of people instantly. More importantly, when they respond, you can easily identify users and handle their individual needs promptly and effectively. Boomerang quite literally is stimulating real benefits. It's giving us greater

control and visibility of our mobile workforce and making our operations more agile, productive and efficient. It's great for us, but more importantly, it's great for claimants too. Boomerang is helping us deliver our goal to put claimants at the heart of everything we do."