

## Intouch Team Excellence Awards 2009



*We're off to see the Wizard*

*And Collect our €1500  
5 x €1500 team prizes to be won!*

**39 teams have entered into this year's team incentive. Each entry will be judged on:**

- The quality of the improvement you made – What was the key benefit for the customers?
- Customer feedback on the improvement - What did the customers involved have to say?
- Team involvement - Was everybody on the team involved?
- People affected - How many people/teams benefited from the improvement?
- Innovation - Did the team do something unusual?
- Key learning's - Did the team learn anything?
- Keeping our customers with us during the rough times

The teams have until 6th November to implement their idea's. Look out for their storyboards in November! The 5 winning teams will be announced Thursday 26th November Plenty of time to arrange a night out before Christmas

### Intouch Customer 1<sup>st</sup> Excellence Awards 2009

We had a massive 551 nominations for our intouch customer 1<sup>st</sup> Excellence Awards and 18 deserving monthly winners. It was difficult to choose just one but the overall winner of the intouch customer 1<sup>st</sup> Excellence Awards was:



Gerard Coughlan –  
Retail IT

Gerard won the overall prize for his work on broker360. This was in recognition of his commitment and work on the project and the significance of the project for the business.

**Congratulations to Gerard  
and all our winners!!!**

#### Monthly Winners:

**March:** Kathleen Horgan – Retail IT, TJ Mackey – Payment Servicing, Sara Lennon, CSC Dundalk

**April:** Noreen Collins – Brokerage, Emma Johnston – Telemarketing Dundalk, John Hogan – Marketing

**May:** Gerard Coughlan – Retail IT, Nicola Grills – CSC Dundalk, Clare O'Hanlon CSC Dundalk

**June:** Liam Carney – Retail IT, Fiona Duffy – CSC Dundalk, Simon Lawlor – Risk Benefits

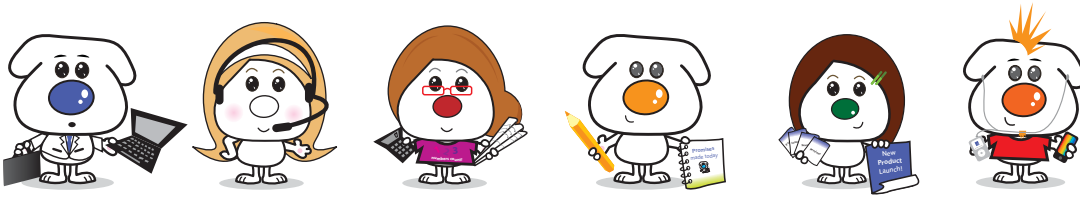
**July:** Kerry McCullough – Sales Operations, Sarah Hall – CSC Dundalk, Cillian Tierney – Underwriting

**August:** John Butler – Financial Planning, Jonathon Kelly – Pension New Business, Niamh Doyle Underwriting.

Before, the presentation, Gerry Hassett met with all our winners to get their feedback on what is happening in our business.



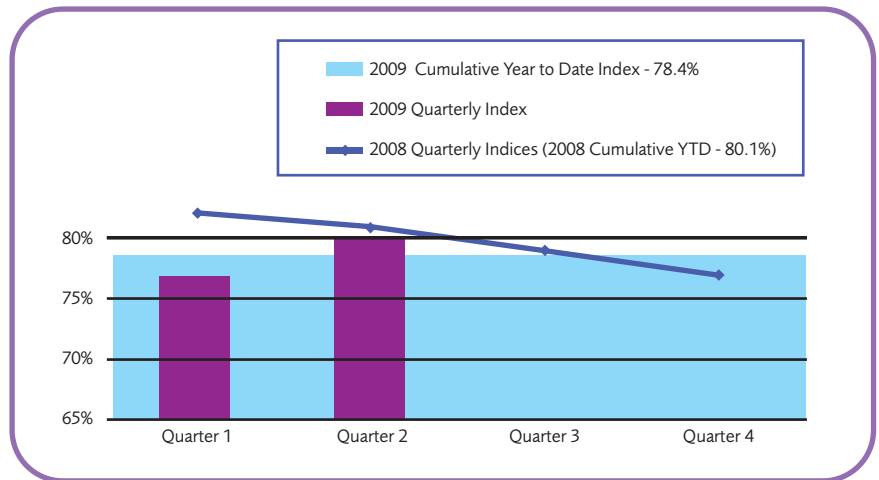
**Irish Life**



## Q2 Customer Satisfaction Index Score

Despite the difficult conditions in the first 6 months we are delighted to announce that our Customer Satisfaction Index score for quarter 2 2009 was an incredible 80%. This means our score for the first half of 2009 is 78.4%

For each transaction we have Customer Experience Modelling(CEM) measurements. By working and focusing on these we can continue to improve.



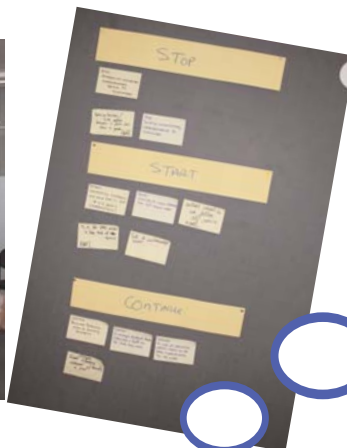
Transaction	CEM	Q1 Average	Q2 average
CSC	Was your enquiry resolved during the first telephone call?	63%	63%
	Did you have to recontact Irish Life at all during your enquiry being handled?	70.5%	48.2%
	How long did it take to resolve your enquiry? Over a week	32.5%	36.1%
Financial Review	After your appointment was initially set up, did the Financial Consultant contact you in advance to reconfirm the appointment? -Yes	93.8%	92.6%
	Did the Financial Consultant clarify at that stage what the Financial Review would cover? – Yes	80.2%	75.9%
New Business	How long did your Financial Adviser tell you that it should take to put your plan/bond in place? – Didn't tell me in advance	13.6%	22.2%
	How long did it take to put your plan/bond in place from when you first completed the application? – Longer than a week	43.2%	30.9%
	Took longer than thought to put in place	17.8%	15.1%
	Took longer than told to put in place	24.5%	23.3%
Withdrawal & Maturity	Were you contacted in advance of your maturity?	28.4%	65.4%
	Did your Financial Adviser offer you a full Financial Review at maturity to give you advice on all of your options? – Yes	49.4%	57.9%
Complaints	Did you receive an acknowledgement letter? - Yes	92.1%	87.9%
	Did you receive the complaints charter with this letter? - Yes	58.3%	69.7%
	Did anyone contact you for clarification of your complaint? - yes	30.9%	35.2%
	Did you get a letter to keep you updated on progress	40.7%	45.1%
	How long did it take to resolve the complaint? Not Resolved	33.3%	25.9%
	How long did it take to resolve the complaint? Over a month	12.3%	13.2%

## Customer Champions Day

On 16 September our Customer Champions gathered together for their third quarterly meeting of 2009!!

The purpose of the Customer Champions meeting is to keep updated on what is going on with Intouch so that they can feed this back to you – their colleagues!!

- At this meeting the champions were given a presentation by our Intouch Excellence Awards overall winner Gerard Coughlan on how IT have been involved in the Intouch journey and specifically the projects that he has been involved in!
- Then Caroline Evans, fellow champion, gave everyone an update on what has been happening since their last meeting. This included actions taken including the launch of My Intouch, Coalface days to Dundalk and much more!!
- There was a brief demo given on SharePoint – "the facebook for Champions"
- This was followed with a presentation on Customer Retention from Ciaran Tobin and Georgina McNeill.
- Keara Dunne from Group HR then facilitated a brainstorming session on retention where our champions had to discuss what each of their teams should stop, start and continue to do with regards to customer retention as well as looking at what the organisation as a whole should stop, start and continue to do.
- The champions were then joined by Gerry Hassett who listened to their feedback from the brainstorming session, announced our Q2 CSI score and launched the team incentive.



**Working hard  
with lots of good  
ideas!!**

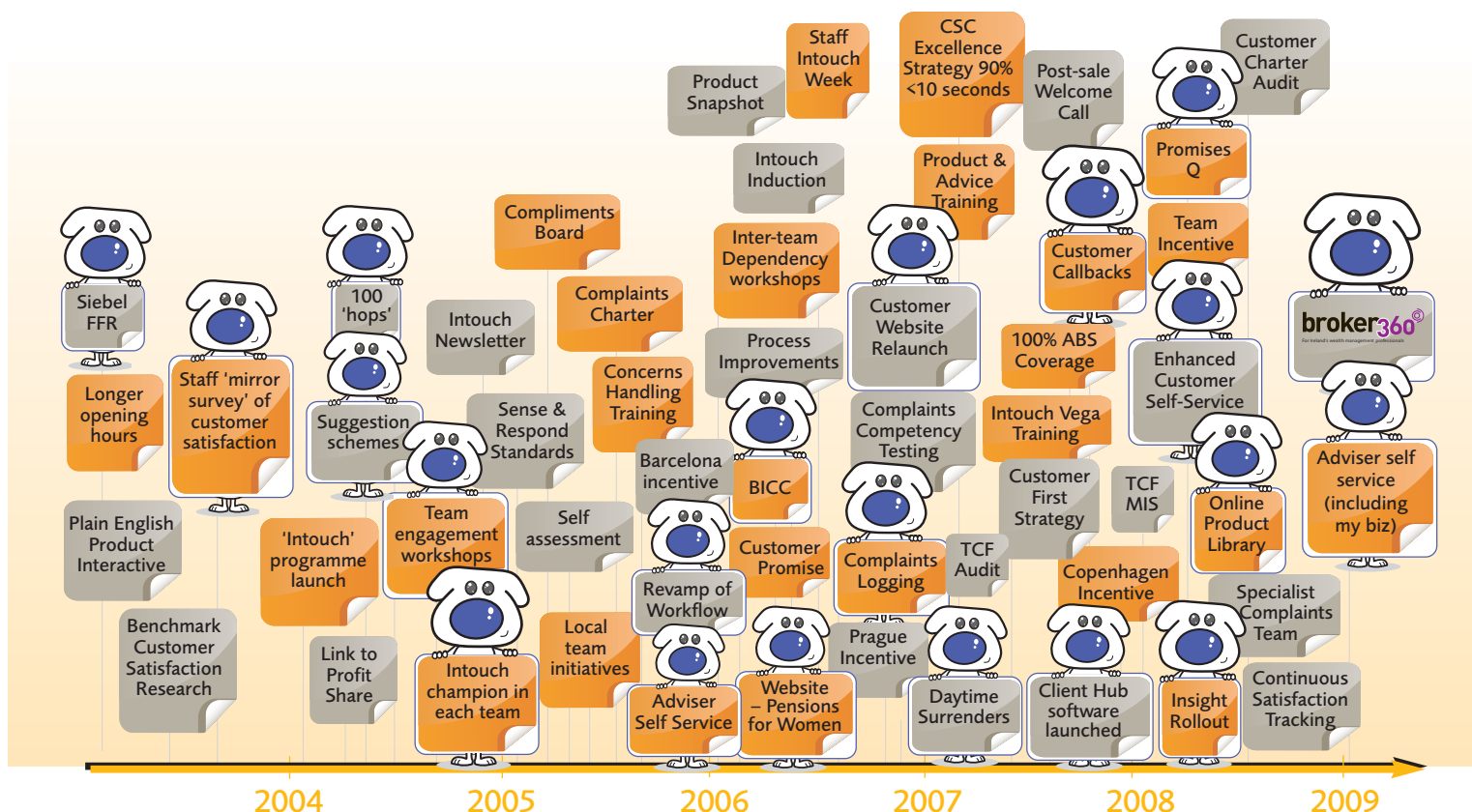
## Coalface Days

The coalface days in Dundalk have been a huge success since they started with over 70 people attending. All champions were invited up to Dundalk to see how the contact centre operates. This was initially only open to Customer Champions but due to the great feedback that has been received this is now open to all of Retail. If you would like to spend the afternoon in Dundalk and see how the call centre operates speak to your line manager or email [intouchcustomer1st@irishlife.ie](mailto:intouchcustomer1st@irishlife.ie)



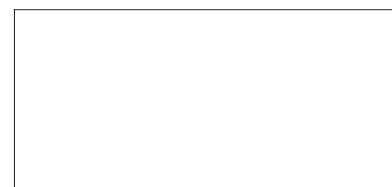
**Take a look at  
some of the  
champions who  
have visited so far!**

# The journey continues.....



## What's been happening?

- **Launch of My Intouch** (insert screen shot)
  - Your first stop for information accessible via the Irish Life Intranet
  - Market updates, sales information, retention information and product information.
- **Launch of My Biz** (insert screen shot)
  - Included on Adviser Self Service to help with customer retention



If you have any feedback or suggestions for the Intouch customer 1st newsletter please e-mail [intouchcustomer1st@irishlife.ie](mailto:intouchcustomer1st@irishlife.ie)



Irish Life