

Claims Function Mapping Project

Background

Our client was a FTSE 250 personal lines insurance broker that provides car, bike, van and home insurance.

The Curve Group delivered a Talent mapping project for our client in order to equip them with a better understanding of the size and make-up of the claims Talent pool within the near vicinity of their claims centre. This information was required in order to support them to make an informed, strategic decision on whether to increase the size of their claims centre from 50 to 250 FTEs.

The Curve Group were given a list of specific, known competitor organisations to research. In addition, The Curve Group independently identified Talent pools within a commutable distance from our clients claims centre. Details of salary levels and benefits were provided for Talent from Junior Call Handlers up to Senior Director level.

Talent Mapping Methodology

The Curve Group conducted a thorough mapping exercise which included:

- Reviewing job boards and LinkedIn to find candidates with the required experience
- Investigation into geographical demographics including travel networks and commuter costs
- Research on similar providers operating in the insurance sector and analysis of local direct competitor's companies

Talent Identification

Three types of roles were included in the scope of the mapping project, with different search criteria and search radius applied to each as follows:

- For Complex and Technical Claims Handler roles, research focused on the Talent pool within a one-hour commute of the claims centre
- For Customer Claims Handler roles, the focus was on a 30-minute commute of the claims centre
- A wider national search was also conducted to identify potential candidates for two senior roles – the possibility of relocation and flexible working were therefore also investigated

Competitor Overview

General insurance companies within a reasonable commute of the client's claims centre were identified.

Other (non-insurance) companies with contact centres in close proximity to theirs were also researched.

Market intelligence was gathered on a wide sample of companies. A salary survey was undertaken of local and national averages for the full range of Claims Handler roles.

Industry Insights & Conclusions

The final report and summary presentation included industry insights and a number of conclusions as follows:

- We provided details on the size and make-up of the claims Talent pool within the near vicinity of their own claims centre, to give them critical information about the local mix and availability of Talent. We also included a summary of the national market for claims centre Talent to give them a broader overview for comparison
- We included an overview of their direct competitors and other claims centre businesses Talent pools. We confirmed that there are a significant number of call centres within 30 minutes of their own claims centre and therefore, recruiting for Customer Claims Handlers should not be a problem
- We summarized the Talent pools identified for each of the specific roles and compared salary levels for all roles against the current market rates
- We confirmed that the senior level candidates we spoke to did not have a preference in regard to location. Their motivating factors were brand, role and the compensation package

Recommendations

We provided our client with a series of recommendations which were drawn out of the research findings, and included suggestions such as:

- When recruiting for the senior and mid-level roles, candidates would require additional information about our client's business plan, future growth and career progression plan to secure their engagement

- Candidates for the Technical Claims Handler position were open to discussions about possible new roles. They were prepared to travel to the claims centre location if their salary was increased and they were provided with a clear and tangible career development plan therefore these are key areas for consideration
- A number of "Heads of" candidates asked about our client's Digital transformation plans. As a Talent pool, they are keen to gain exposure in this area therefore we would recommend that further information on these plans are provided as standard
- It would be prudent to consider alternative working arrangements such as remote or flexible working to attract candidates. This is likely to make new roles more attractive

As experts in Recruitment and HR we can deliver consultancy and mapping solutions to help you devise and deliver the appropriate people strategy for your business.

We have delivered Talent and HR consultancy and mapping projects, supporting SMEs to FTSE 100 businesses across a broad range of sectors and geographies to design and deliver best in class Recruitment and HR strategies, processes and operational best practice.

If you're interested in finding out more about how we can help you with the strategic and operational aspects of your Recruitment and HR management i.e. with your people, we would love to hear from you.

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