

A **VU** FROM FROM WM CLAIMS

How Premex's secure, online appointment booking facility has helped to revolutionise the claims handling procedure...

CUSTOMER CASE STUDY

RESULTS AT A GLANCE



15-20% IMPROVEMENT

Overall client retention improved by 15-20%

15,000 APPOINTMENTS

Securely choose and book from 15,000 appointments

4-6 WEEKS

Typical case lifecycle shortened by four to six weeks

BACKGROUND

Leeds-based WM Claims is the specialist personal injury claims division of Walker Morris Solicitors, a top 50 UK law firm which can trace its origins back to the 1880s. Over the past 35 years the firm has successfully settled claims ranging in value from £1,000 to over £4 million, in all types of personal injury cases, for thousands of accident victims.

WM Claims employs 80 staff and in the last 12 months alone, has handled more than 10,000 road accident cases. The personal injury specialists have acted for the policyholders of many of the UK's largest legal expense insurers.

THE CHALLENGE

Already one of the most efficient personal injury law firms in the country, WM Claims faced a new challenge in April 2010 with the introduction of the Ministry of Justice reforms to the personal injury claims process in road accident claims.

WM Claims needed to adopt faster, simpler and more affordable procedures, for its personal injury clients; a task which would not only require the firm to cut costs, but at the same time enable it to retain and improve its levels of client service, retention and satisfaction.

THE SOLUTION

Having worked with Premex Services since the beginning of 2009, the WM Claims team wasn't surprised to be approached by the UK's leading medico-legal services provider with an innovative and cost-effective solution - Vu, an online instruction and appointment booking system.

As an early adopter of Vu, the firm immediately saw the potential of Premex's online appointment booking facility which provides unmatched immediacy and convenience in the field of medico-legal assessments.

Enabling personal injury claims to be processed and managed via the web, Vu allows users like WM Claims to explore the availability of relevant medical experts, from a nationwide panel covering all disciplines. Supported by an unrivalled helpdesk and safe in the knowledge that the system is secure, users can immediately book an appointment from the 15,000 slots up for grabs at any one moment, according to the date, time and location that best suits their needs, the needs of clients, and the circumstances of any injured parties: all at the touch of a button. No paper. No delays, with information communicated to all the relevant parties in real time.

Clients benefit from a faster, simpler, more flexible and more professional service as the most convenient and suitable appointments can be booked on day one of a case. However, Vu does much more than merely improve productivity; it strips out unnecessary and potentially costly human interventions as there are no time-consuming postal exchanges and the possibility of double booking is eliminated.

Interactive travel maps and directions ensure greater attendance rates at appointments, reducing 'no-shows' and removing further delays from the process. The system's immediacy helps to drive increased client capture and retention rates too, all bringing case life cycles and, importantly for the firm, the costs of running those cases down significantly.

For WM Claims, Vu has also meant a reorganisation of roles. Customer services personnel now handle a number of administrative tasks that were previously the remit of fee earners leaving them free to concentrate on generating income.

TANGIBLE RESULTS

WM Claims started using Vu in March 2010. Since then, online instructions have grown quickly, by an average of 35% month on month, to outnumber traditional instructions, bringing the firm numerous benefits:

- The ability to book medical appointments at the first point of contact with new clients means that overall client retention has improved by 15-20%.
- Fewer delays in the claims process has also had a positive impact on client retention.
- Non-attendance levels for medical examinations have reduced, as the system is designed to book appointments at the times and in the locations that are most convenient for injured parties.
- The typical case lifecycle has been shortened by four to six weeks. Quicker medical appointments mean quicker claim settlements, enabling more cases to be handled by fee earners each year.
- Improved accuracy, consistency of and access to information.
- Environmental benefits with reduced paper and ink usage bringing additional financial savings.

Frank Wade, Claims Manager and the man responsible for managing the relationship with Premex from within WM Claims, says:

"Continued success in this marketplace demands ongoing excellence and innovation and in Vu we have an industry-leading solution at our fingertips."

"Premex is an extremely professional, forward thinking operation which cleverly anticipates and responds to its customers' needs and Vu is a terrific product which demonstrates those traits perfectly."

"The smooth integration of Vu into our claims handling processes has been such that it has almost become like our own software, helping us to improve client service levels, business efficiency and ultimately profits by delivering a better, faster, hassle-free service to more and more clients."

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