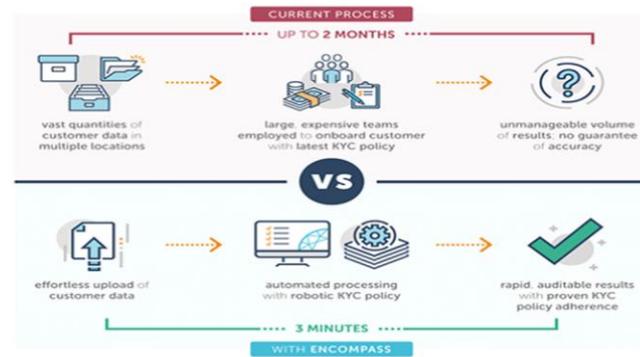


Encompass is the creator of Know Your Customer (KYC) automation for major financial and professional service firms globally. They are the only provider of simultaneous, real-time access to multiple sources of global company and person data. By using robotic search to discover everything your KYC policy demands, Encompass delivers more efficient processes and faster, safer regulatory compliance, resulting in lower costs and superior risk management.



Business Improvement Academy Project

The project was conducted by a member of the customer success team. Their responsibilities include:

- Pre-sales support to the sales team
- Understanding KYC requirements and mapping bespoke customer policies
- Provision of personal account management for customers to meet KYC goals
- On-going training and support
- Management of help desks and live chat

Key measures of success are time to first value, account usage and engagement, account health score and retention, customer reference ability and Customer feedback. The project was to analyse the process from customer acceptance through to final client case study.

Project Analysis

A very detailed multi-step value stream map (VSM) was created in the Glasgow office tracking the on-boarding and implementation process. This was displayed in communal areas and discussion and brainstorming took place with key staff to build up a true picture of performance, data, problem areas and disconnects within the process. There was good interaction across

the office and the data collected on the VSM led to creating an electronic version of the map. With the capturing of data, we now had an accurate measure of the average lead time for on-boarding.

Not only was this lead time frustrating to the customer, it came at considerable cost to Encompass. To enable action, the team created a “waste walk” project template capturing the business impact for each of the 22 process areas of concern. These were captured in monitoring, agreements, training, on-boarding, policy mapping, referencing, reporting, order set up and new releases.

The team looked at each of the areas and linked them to the key measures of success. There was some overlap but the analysis highlighted percentage impact as below:

- Customer feedback – 9%
- Referencing – 13%
- Account health and score retention – 13%
- Account usage and engagement – 23%
- Time to first value – 50%

Implementing Change

The key actions from the waste walk action plan began to focus on what the customer success department could control and what was out of their control with 72% of issues being labelled as areas where the department could make changes. These were summarised

in 4 areas: improving training, monitoring review dates, improving policy approvals and reducing time to first value. The detailed actions were implemented utilising a traffic light system to monitor progress. The team introduced a Trello collaboration tool that organises projects into boards. Trello, a visual tool, tells you what's being worked on, who's working on what and where something is in a process. This enabled the team to reach the full potential from the VSM process taking on change and improvement immediately. The action plans are also interfacing with the Encompass client base through user forums and collaborative discussions.

Measuring Success

Within the early days of project initiation the lead time was reduced showing an improvement of 22%.

This is benefiting the company by creating more capacity for value-added processing. In addition, it is of significant benefit to customers who now receive enhanced turnaround times throughout the whole process.

The whole process is now better placed to continually improve with:

- Regular train-o-ramas
- Monthly check-ins with waste analysis sheets
- Monthly account review sessions
- Continuation to seek feedback on performance
- Plan to include more staff on the Scottish Enterprise Business Improvement Academy

“Fantastic to have some time away to focus on the bigger picture and how we can work more effectively. Can’t recommend the course enough.”

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The team at Encompass