



CASE STUDY: Loss Management Group

Loss Management Group (LMG) have found Text Message Server to be invaluable for contacting policyholders

With over 20 years experience in valuing and repairing jewellery, LMG is the largest organisation in the UK specialising in the professional management of insurance claims for damage, loss or theft of jewellery, watches, collectables, art and antiques. As well as serving the customer directly, LMG works with the UK's major household insurers and loss adjusters to bring about fair, professional and convenient settlements.

Contacting policyholders quickly

LMG are required to contact policyholders under their instruction within a 1 hour period and found that using a conventional call was very time consuming. They decided to implement text messaging to make this part of their service more efficient.

Text communications save time

Mark Wright, IT Systems Manager at LMG commented: "Sending a text message would save staff time and call costs and still meet our agreed service standards for policyholder contact. We chose ProcessFlows' Text Message Server (TMS) on the recommendation of our telecoms provider."

ProcessFlows text messaging

ProcessFlows' text solution, TMS allows the sending and receiving of SMS messages to and from mobile phones via the LAN, without the need to deploy expensive communication hardware.

LMG have their TMS gateway configured on their mail server. Mark Wright explained, "Our claims management system generates a configured text file which is placed in a default TMS directory and the TMS file processor polls this directory regularly, acting upon whatever files are present." He added, "Integration with our solutions was not an issue. We were able to create a text export from our Access application to produce the text file for the SMS system to read."

Text messaging has helped absorb increased claim volumes without any additional costs

Mark goes on to say, "The installation of TMS went smoothly and no problems were encountered. Any issues we had during operation have been dealt with speedily and efficiently by the support team at ProcessFlows. We have also been happy with the style and knowledge of our Account Manager."

Real efficiency and productivity gains have been realised. Mark has stated that LMG has been able to cope with an increase in claim volumes, without the need to take on extra staff in the claims management team... adding that users find the solution very easy to use.

He concludes, "Our experience of TMS is very good and we plan to make the most of the benefits to be gained."