



## Blue Prism Software Supports Shop Direct Product launch

### Project background

Shop Direct Group Financial Services Limited, a Shop Direct Group subsidiary, offers customers a wide range of credit, insurance and warranty products. Shop Direct Group's ethos is to put the customer at the heart of the business. Regularly introducing innovative new products to the market is part of the group's program of staying competitive and to generate new revenue streams. Having used Blue Prism software previously to create an agile platform for operational change, Shop Direct needed to quickly support the launch of a new insurance product targeted at their extensive and loyal customer base.

### Key Challenges

The primary operational challenge faced by Shop Direct Group Financial Services in introducing a new ID Theft insurance product revolved around the ability to predict the level of ongoing operational support:

- Forecasting the numbers of applications received
- The peaks and troughs of workflow
- Determining the number of staff to be recruited and trained
- Identifying the precise process to be followed to complete an application
- Changing corporate systems quickly enough to react
- The lengthy process of recruiting and training staff

## Benefits Summary

- New operational processes implemented by Shop Direct Group Financial Services staff in matter of days
- Recruitment and training cost of 22 staff eliminated
- Rapid and predictable ROI – within 1 month
- Predictable staff planning
- No change impact on existing systems
- Part of ongoing program of agility based initiatives

*“We found the Blue Prism product very simple to use, I was able to take a pick and mix approach to process execution and support this project in a record timescale of just two days. We are now using the software more widely for a range of exciting new initiatives.”*

**Kate Collins,**

Process Improvement Analyst at  
Shop Direct Group Financial Services

*“When we launch a new product, it is difficult to forecast the market response to our offering, and therefore, the appropriate operational response in the front and back office. This was a potential problem for us recently when we launched a new, hugely successful insurance product,”* said **Marie Marsden**, Head of Credit Operations.

*“Supporting customer demanding for this product would have previously required us to recruit several temporary required us to recruit several temporary staff and train them, not just in the product, but in the use of our systems. The process of registering the product against customer records and setting up their payment profile was a lengthy manual task but in essence quite simple. We had already used Blue prism as part of an ‘agility program’ to automate previous processes so one of my staff was able to pick and mix together a new process flow that automated the work and prevented the need to recruit,”* observed **Lindsay Harrison**, Process Improvement Manager.

## Blue Prism

Shop Direct Group took the decision to utilise Blue Prism’s solution based on the fact that they had previously successfully used the technology for automating a range of collections processes including crediting and debiting admin fees and small balance write-offs.

*“With the help of Blue Prism we were able to build a library of process components to address common tasks. Piecing these together into a new process flow to automate the ID Theft Insurance Application process was quick and easy. Blue Prism’s deep understanding of process automation coupled with the power of their software meant that were able to support our customers’ demands for the product without increasing our staff base, or incurring training costs and delays,”* said **Lindsay Harrison**.

Instead of staff manually setting up the new product against the customer’s account, an activity that requires the agent to use three different systems, Blue Prism software now handles each new insurance application and applies the monthly charge to the account, processing 47,000 transactions per month. Without Blue Prism, the process would have requires 22 full time staff.

*“Using Blue Prism means we can simplify training and focus staff towards the softer skills in managing customers rather than systems. It is an investment in staff and customers – with significant benefits to both,”* says **Harrison**.

## Summary of the benefits of Blue Prism for Shop Direct Group

- Easy to use – process automated by Shop Direct Group Financial Services staff in a matter of days
- Rapid and predictable ROI – project payback was achieved in less than one month
- Aids staff planning – Shop Direct Group Financial Services had no need to recruit temps or divert staff
- Recruitment and training costs of 22 staff eliminated on the set up of just 1 product
- Using Blue Prism meant there was no need to change the existing systems
- Speed in implementation – Blue Prism enabled Shop Direct Group customer service operations to build a library of objects that could be quickly pieced together into new process flows to meet changing operational objectives
- Reducing operational costs – Shop Direct Group Financial Services has generated very significant savings and rapid successful process automation

*“Our experience of Blue Prism had demonstrated that it solves the IT bottlenecks that every customer service operation faces. It is simply not economical to address these challenges using traditional IT techniques. Blue Prism has a new approach that places much more capability and are less reliant on securing expensive IT resource,”* says **Alan Mayo**, IT and Change Director.

He continues, *“A key concern for us in any project is the associated cost. Because the Blue Prism system is based on a library of reconfigurable assets, only real additional costs to execute new processes are incremental hardware and software for runtime which makes for some astonishing business cases”.*

*“Blue Prism simplified the systems interaction which helped our existing staff provide better service without the distraction of systems interrogation and navigation. We were able to avoid recruitment of temporary staff altogether, removing agency costs and equally the associated training costs”.*

*Shop Direct Group can rely on Blue Prism to provide help and support when needed. “The Blue Prism team always offer exceptional service. I have no hesitation in recommending them and it is clear that this company has an exciting future,”* concludes **Mayo**.

*“Blue Prism has vastly improved our operational agility and given us the capability to react to new market opportunities and support a successful financial product launch with an automated process that took only a matter of days to build”*

**Marie Marsden,**  
Head of Credit Operations,  
Shop Direct Group

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