

## CASE STUDY HOMESERVE EMERGENCY SERVICES



SAP BusinessObjects has allowed us to improve our response times to insurance industry demands for information.”



**Justin Gervert-Ford,**  
Divisional Management  
Information Manager,  
Homeserve Emergency Services

### INDUSTRY

Emergency Repair

### BUSINESS PAIN

Growth through acquisition had created fragmentation. The company has standardised management information to drive up service levels and improve responsiveness to insurance company customers.

### SAP BUSINESSOBJECTS PRODUCTS AND SERVICES

SAP BusinessObjects Enterprise, Web Intelligence, Voyager, Dashboard Builder and Crystal Reports.

### BUSINESS BENEFITS

Homeserve now has consistent KPIs across the business and can respond rapidly to demands for information from the insurance industry.



**HomeServe**

**Homeserve  
Emergency Services  
standardises on  
SAP BusinessObjects**

# THE CHALLENGE



One of the key requirements from the insurance industry is accurate information on Homeserve's performance, from meeting Service Level Agreements (SLA) to average job cost.



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## ABOUT HOMESERVE

Providing emergency call out and insured repair solutions for some of the UK's biggest companies and direct to customers, Homeserve Emergency Services has grown rapidly through acquisition in recent years. Part of the Homeserve Group, which de-merged from South Staffordshire Water in 2004, the company's multiple divisions provide a range of repair services that include glazing, locks, plumbing and drains, property repair and fire and flood damage. In 2006 alone, the company completed 1.1 million repairs across all trades.

## THE MAVEN CHALLENGE

Homeserve's rapid expansion has created a fragmented organisation. With fierce competition across the emergency repair marketplace Homeserve recognised the need to consolidate its IT infrastructure to deliver the consistent quality of service and price required to win and retain insurance company customers. As Justin Gervert-Ford, Division Management Information Manager, Homeserve Emergency Services, says, "One of the key requirements from the insurance industry is accurate information on Homeserve's performance, from meeting Service Level Agreements (SLA) to average job cost. However, each division has traditionally adopted different ways of measuring performance and highly divergent, often manual, processes for recording and analysing data." He

continues, "To bring these acquired organisations into a single Homeserve unit, it was essential to develop consistent measurement, supported by a single IT infrastructure that delivers flexible reporting to meet the insurance industry's growing demands for detailed performance analysis."

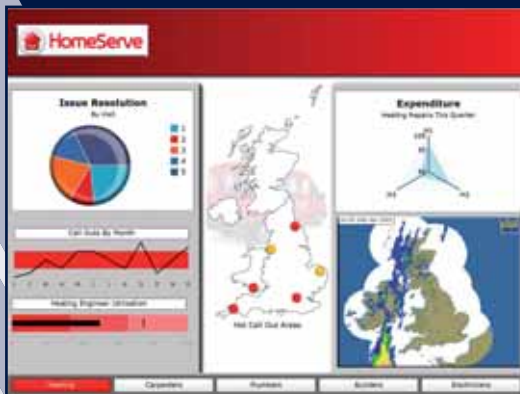
# THE APPROACH



Standardising on SAP BusinessObjects enables Homeserve Emergency Services to create consistent performance measures across the business.



**Justin Gervert-Ford,**  
Divisional Management  
Information Manager,  
Homeserve Emergency Services



<< >>  
Sample Dashboards



“Whilst the majority of users will typically use static reports to provide an up-to-date view on the status of repairs, providing superusers with SAP BusinessObjects Web Intelligence will enable real-time ad hoc reporting to meet the specific requirements of insurance companies and the business. In addition, the OLAP capabilities of SAP BusinessObjects Voyager will provide the divisional Finance Director and analysts with unprecedented visibility of operational performance across the group.”

**Justin Gervert-Ford,**  
Divisional Management  
Information Manager,  
Homeserve Emergency Services

## FAST, FLEXIBLE REPORTING

Underpinning the business consolidation is the introduction of a new workflow management system, Mercury, which manages each job from inception through repair to follow up customer satisfaction survey.

At the same time, Homeserve has opted to standardise its management information (MI) on SAP BusinessObjects reporting and analysis tools, using SAP BusinessObjects Enterprise, Web Intelligence, Voyager and Crystal Reports to support the diverse information requirements of its 2000 users.

Justin Gervert-Ford explains, “Using Crystal Reports, the glazing, locks, plumbing and drains division was by far the most advanced provider of MI within the Homeserve Emergency Services business. Whilst other

divisions were taking up to ten days using manual methods to deliver month end MI reports, using Crystal Reports the process was automatic. Homeserve decided to leverage this experience and expertise and deploy SAP BusinessObjects technologies across the entire group.

Homeserve has developed a Microsoft SQL Server data warehouse loaded with transaction level data from Mercury, Microsoft Dynamics financials, legacy systems and a new centralised claims management system.

Homeserve has also worked with SAP BusinessObjects partner Maven Solutions on the development of dashboards, using SAP BusinessObjects Dashboard Manager to track Key Performance Indicators (KPI).

SEE REVERSE FOR **THE RESULTS** >>

## THE RESULT

Homeserve Emergency Services can now respond immediately to the information requirements of an insurance industry looking to improve customer service whilst keeping a tight control on costs. This consistent, responsive MI is delivering significant commercial advantage.



**Justin Gervert-Ford,**  
Divisional Management Information Manager,  
Homeserve Emergency Services

## HOMESERVE EMERGENCY SERVICES

### TRANSFORMING MANAGEMENT INFORMATION

Creating a standardised MI system is essential to drive consistent performance management across the Homeserve Emergency Services business, from claims management through to repair engineers on the ground.

"SAP BusinessObjects reporting and analysis tools provide Homeserve Emergency Services with a robust management information system that meets the needs of every user, from the Chief Operating Officer to an engineer," says Justin Gervert-

Ford. "A centralised information source delivers the cross-organisational view required to enable consistent performance across the company. "Critically, the company now has the flexibility to meet the different information demands of each insurance company customer. He confirms, "Homeserve Emergency Services can now respond immediately to the information requirements of an insurance industry looking to improve customer service whilst keeping a tight control on costs. This consistent, responsive MI is delivering significant commercial advantage."

### BENEFITS INCLUDE

- **Improved reporting to insurance industry customers**  
Automated reporting of performance against SLA, average job value, time to completion and complaints can be extended to meet specific information requirements, including basket of goods analysis, performance over time and transaction level data for analysis by the insurance company.
- **Consistent Key Performance Indicators**  
Homeserve Emergency Services has created a single set of KPIs across the business to monitor its performance and, for the buildings division, the performance of sub contractors. The company is using SAP BusinessObjects Dashboards to monitor job life cycle, conversion rates, performance against SLAs - from initial response to attending and completing the job - and customer satisfaction.



### About Maven Solutions

Maven Solutions is a multi-award winning Platinum Partner of SAP BusinessObjects, based in South Manchester. Maven has helped its customers realise real value and return on investment through streamlining their management information process and providing insight into their corporate data.

It is our mission to help our customers make informed business decisions quickly, efficiently and effectively utilising the power of world-class Business Intelligence software.

Our services encompass the entire project lifecycle, from scoping/needs analysis through to implementation/rollout, training and support.

### Services

- Management Information Scoping/Needs Analysis
- Data Warehouse Design/Build
- Dashboarding & KPI Management
- SAP BusinessObjects Skills in:
  - Universe Design & Report Design
  - Data Integration/Quality
  - Technical & End User Education
  - Migration/Upgrades
  - Corporate Support
- Six Sigma Consultancy