



“With AchieveForms we will deliver real operational improvements”.

Steven Simmonds, The AA

Snap shot

Country:
UK

Industry:
Financial and
Automotive

Profile:
The AA is the UK's largest automotive Group. They specialise in both automotive roadside assistance and in a range of insurance products.

Business need:
The AA needed to streamline their processes and reduce costs.

Solution:
The AA chose AchieveForms, a browser-based forms application from Business Web Software that allows business users to develop forms.

Results:

- Better data quality.
- Faster data handling.
- Reduced processing costs due to avoided data re-keying.
- Standard look and feel retained.
- Tight integration within the AA environment.

The AA

Driving towards significant operational improvements and rapid return on investment

The AA has millions of members making it by far the largest motoring organisation, with more dedicated patrols than anyone else. With an innovative approach to problem solving, they recognised some existing processes could be refined through a robust eForms tool.

Business need

Many existing processes relied on the use of paper forms, including recording customer details, service and stationary requests. Crucial data was being handwritten and then re-keyed by hand into the relevant IT system – this had inherent data quality problems.

The AA clearly identified the need for improved data capture within all of their contact centre operations.

Solution

Browser-based, functionally rich, tight integration options and intuitive to use by the business user, The AA identified AchieveForms as the most appropriate forms product available.

Results

At the heart of The AA's problem solving abilities is a focus on innovation. By introducing AchieveForms the AA forecast savings of £20,000 in year one and £60,000 by year two.

In addition to the above, AchieveForms is server-based meaning its licensing structure allows it to be more cost effective for deployment to their 4000 office based employees.

Other results and benefits of AchieveForms:

- Business Users rather than IT specialists are able to develop forms.
- Increased data integrity.
- Faster data handling.
- Reduced processing costs due to avoided data re-keying.
- Standard look and feel of old paper processes retained.
- Tight integration with the AA environment.

These results will provide reduced overheads, a better faster service and allow staff to focus on core business tasks.