

Customer case studies

National Accident Helpline

National Accident Helpline is the biggest and most experienced personal injury claims company in the UK and has been championing consumers' rights and providing access to justice since 1993 through a national network of solicitors.

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Jane Malt
Project Manager



Industry	Professional services
Geographic	Kettering and London
Employees	200
Turnover	£44m
Solution	GoldMine Enterprise Edition

The challenge

National Accident Helpline's business was growing, but its existing system offered limited functionality and flexibility to meet the aggressive growth plans. “We needed to automate as many of the processes as possible to increase efficiency,” says Jane Malt, Project Manager.

The solution

National Accident Helpline wanted an out-of-the-box system it could develop as business grew significantly. The company selected GoldMine Enterprise Edition, which is easy to configure and offers strong automation functionality.

The implementation

“One of my primary projects since joining the company has been to implement GoldMine,” says Jane.

The company applied the system in phases, beginning with capturing basic data such as name, address and phone number – launched three years ago. Since then, Jane and colleague Gemma Kane have worked with Access to develop the system”

“Our consultant worked closely with us; he really knows our system,” says Gemma, System Coordinator. “A lot of work and testing had to be completed, and it was key that we didn't experience any downtime. Our consultant was fantastic and helped us meet our targets and deadlines.”

The results

Since implementing GoldMine, National Accident Helpline has been able to triple in size; it now has around 100 agents working in its contact centre.

“We’ve grown so much that we’ve had to expand our contact centre in to two different areas,” says Gemma.

Tracks marketing activity

National Accident Helpline advertises using a range of media channels, including TV and online. “GoldMine is set up to identify what marketing activity generates our inbound leads,” says Jane. “The data we capture helps us map out future marketing.”

From the details provided by the consumer, agents can indicate if the leads were converted or not. If a lead is declined, the system offers a drop down menu for agents to tick the appropriate option. “Our previous system could only tell us the leads we converted. With GoldMine, we can look at the reasons we declined a lead,” says Jane.

Automates manual processes

Access set up GoldMine to automatically respond to outbound leads – the claims received through the company’s website. The system assigns a priority number to the leads and provides an audit history showing the activity performed on each lead.

“With the sophistication of GoldMine, we were able to prioritise lead flow sources depending upon agreed criteria,” says Jane.

Better consumer experience

To make it easier to capture essential information, Access customised an enquiry screen for the company. This screen has improved the conversation flow between agents and consumers.

“Now, we’re smarter in how we work with consumers, and we’re able to provide a better service,” says Jane. The enquiry screen helps agents to decide, on the spot, if the consumer’s claim meets specific criteria.

“Because we work with personal injury claims, our agents have to determine the date of limitations. Our enquiry screen automatically displays that information,” says Gemma. “Agents can focus on the consumer, and concentrate on collecting the accident information.”

For the PPI contact centre, agents send emails from within GoldMine to the appropriate supplier, giving them important information. This is vital to the day-to-day activities of the contact centre. “Before, our agents had to type that information into Outlook, which kept them from answering more calls,” says Gemma.

Integrates with other software

Access configured GoldMine to integrate with National Accident Helpline’s web based claims management system. “Our agents don’t have to repeat questions or double key the information,” says Gemma. “Plus the project was set up and tested before going live – so we didn’t have any downtime at all.”

Strong relationship with consultants

National Accident Helpline continues to develop its GoldMine system with help from Access’ consultants. “The consultants work beyond the hours they’re expected to, to make sure everything is implemented without interruption,” says Gemma.

The company has regular conference calls with the consultants to suggest new projects or discuss any issues with the system.

“When we need releases, the consultants are always there to assist. They’ve been involved with all the key aspects,” says Jane.

The future

National Accident Helpline is looking to work more closely with Access in the near future with hopes of phasing out its claims management system and merging everything in to GoldMine.

“We call our system a work in progress because of the different phases we’ve released and continue to launch,” says Jane. “Our business is still moving forward, and we have a vision of what we want the system to do.”

Who we are

Access UK is a specialist software developer and consultancy business. Developed here in the UK and supported locally, our aim is to cut through complexity and increase efficiency for your business.

Multi-award-winning, Access offers solutions for accounting and finance, manufacturing and distribution, professional services automation, HR, payroll, CRM and service management.

Further information

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