



The Customer:

LMG (Loss Management Group), are the UK's leaders when it comes to valuing, repairing and replacing jewellery. Established since 1989, LMG manages the settlement of over 45,000 insurance claims each year resulting in either repair or replacement. As well as serving the customer directly, they work with all the major UK household insurers and loss adjusters to bring about fair, professional and convenient settlements.

The Problem:

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. Having received text messages from other organisations, LMG hit upon the idea to use text messaging to streamline and therefore make this part of their service more efficient.

The Solution:

Mark Wright, IT Systems Manager commented *"By sending a text message at the click of a button we would save both staff time and call costs and still meet our agreed service standards for policyholder contact."* He added *"on recommendation from our telecoms provider, we chose Avanquest's Text Message Server as the means of delivering text messages to policyholders."*

Text Message Server from Avanquest allows the sending and receiving of SMS messages to and from mobile phones on a LAN connected PC. In recent times there has been an upsurge in the use of SMS as a convenient and fast means of communication with the mobile phone and businesses have now realised that speed coupled with low cost and the accuracy of SMS makes a unique as well as confidential means of communication.

Text Message Server brings this unique means of communication to the desktop via the LAN, without the need to deploy expensive communication hardware. Integrating with most standard desktop software, it allows the user to send short, succinct messages instantly and to be confident that they have been quickly and securely delivered just the same as when using a mobile phone.

LMG operate the system on mainly Compaq and Dell hardware running Windows NT 4.0 and Windows 2000. They have the TMS gateway configured on their mail server and are currently operating with a 25 user licence in a single location. 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."*

Mark Wright, IT Systems Manager

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The Benefits:

Mark admitted that LMG have now been able to cope with an increase in claim inflow without the need to expand the staffing of the claims management department and therefore the product has given them very real efficiency gains in this area of the operation, saving them time and aiding productivity. He added that the users are definitely finding Avanquest's texting product user friendly.

Commenting further, Mark outlined *"The installation of the Text Message Server went smoothly and no problems were encountered. Any issues we have had during operation have been dealt with speedily and efficiently by the support team at Avanquest. We have also been happy with the style and knowledge of our Account Manager"*.

Mark Wright concluded *"Our experience of Text Message Server is very good and we plan to make the most of the benefits to be gained."*

