

case study

Unisys Insurance Services Ltd



Unisys Insurance Services Ltd is a leading provider of administration services to the financial services industry. The company manages the closed books of organisations such as Royal Sun Alliance, Abbey Life and Swiss Re and employs 1800 staff across two sites in Bournemouth and Liverpool.

Having spent 12 months implementing a rapid turn-around programme, following substantial financial losses, the senior management team at UISL was anxious to re-engage employees with a new focus on communication. Athene was commissioned to evaluate the effectiveness of existing communication mechanisms and to develop recommendations for the future.

Athene's approach

- Athene initially concentrated on understanding the key business objectives of the company and how communications could be developed to support them. We interviewed members of the UISL Senior Management Team and held focus groups with a cross-section of employees.
- Our draft audit and recommendations were presented to the management team, following which Athene was commissioned to roll out a number of communication vehicles, including:
 - An annual cycle of leadership team conferences and all-staff roadshows
 - A re-vamped intranet site common to both locations (previously there had been separate sites)
- A weekly e-bulletin, collating all current news and information, cutting out what had been a random set of all staff emails
- A suite of new opportunities for enhancing leadership visibility and recognition
- A programme of reward and recognition events, designed to motivate and engage employees in the operational area of the business

Results

Through the roll-out of these initiatives, Athene has helped the UISL management team to deliver on their commitment to high quality, open and honest communication to all their employees. UISL's business strategy has been distilled into a series of simple and easily understood key messages delivered through a range of different, but mutually supporting communication vehicles.

Since being commissioned in May 2006 a series of quarterly Leadership Team Conferences and six monthly all-staff roadshows have been rolled out.

Random emails and inconsistent messages have been replaced by a weekly news bulletin which is written, edited and produced for the UISL Intranet site by the Communications Team. The site receives approx 2000 hits per week.

In addition Athene has led the planning and delivery of a number of key projects for UISL, including the roll-out and embedding of the Treating Customers Fairly programme on behalf of UISL's key customers, Resolution and Abbey Life.

Testimonial

"I am personally committed to delivering high quality, open and honest communication to all our employees and to work hard to engage them in our plans for the future. Having worked with Athene before, I know that they are the ideal partner to help us with this work. Their ability to understand our issues and distil them into simple and easily understood key messages reflects their high quality work and depth of experience."

Pete Mullins,
Vice-president and general manager of Unisys