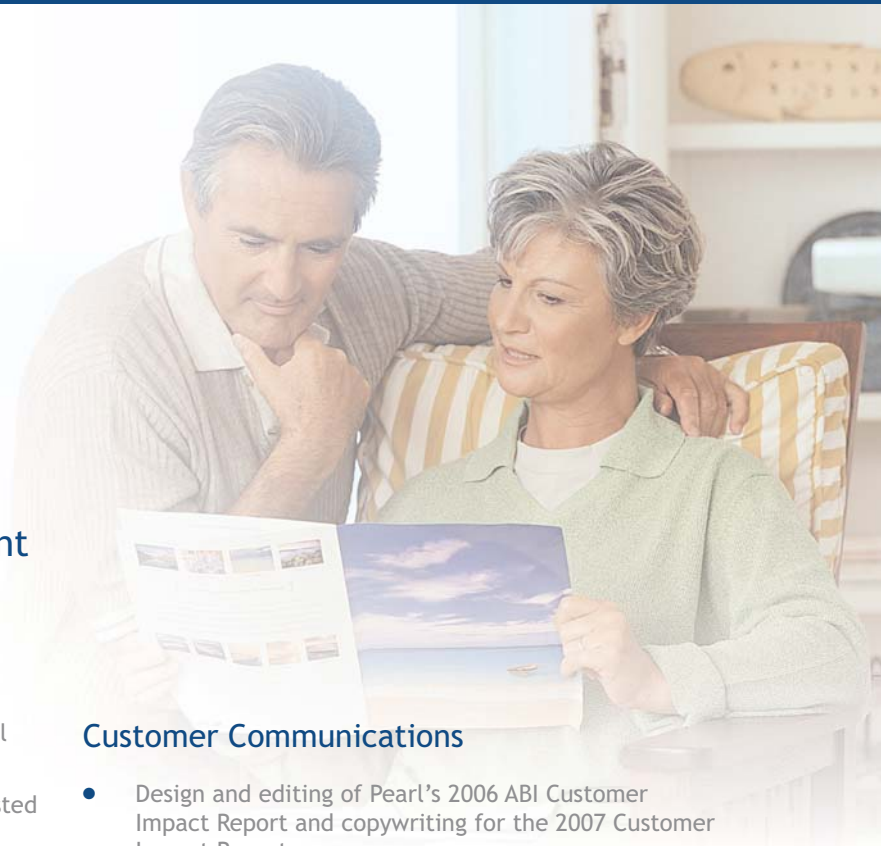


case study

Pearl Group Limited

Communications Project Management



Pearl is one of the best known names in the UK financial services industry.

At the time Athene worked with Pearl, the Group consisted of three brands - Pearl, NPI and London Life - with customer contact centre operations outsourced to a third party provider, Diligenta.

Athene's approach

Over an 18 month period, Athene managed a range of internal and customer communications projects for Pearl Group, as detailed below:

Internal Communications

- Launch and promotion of a Customer Service Award scheme for staff within Pearl's outsourced customer service centre (Diligenta).
- Development and delivery of an internal communications plan to engage and inform Pearl Life employees including:
 - Organisation of staff face-to-face briefings.
 - Organisation of a celebratory event to mark Pearl Life's first birthday.
 - Implementation of a programme to embed Pearl Life's values within the business including staff awards and promotion of training sessions.
 - Maintenance and enhancement of the company's intranet site, iConnect.
 - Introduction and development of weekly slide show presentations, shown on screens around Pearl's offices.

Customer Communications

- Design and editing of Pearl's 2006 ABI Customer Impact Report and copywriting for the 2007 Customer Impact Report.
- Copywriting and site mapping for Pearl Group's brand websites (2007), www.pearl.co.uk, www.npi.co.uk and www.london-life.com.
- Copywriting and redesign for customers' Pension Annuity Letters, ensuring ease of understanding throughout and full compliance with FSA (Financial Services Authority) requirements.
- Design of customer questionnaires.
- Literature management relating to the outsource of Pearl's general insurance (home, motor and travel insurance) business to Lloyds TSB. This included checking leaflets and policy documents for accuracy, sense and brand consistency.

Testimonial

"Athene's consultants have really got to grips with the challenges of our organisation and, working as an integral part of our team, have delivered creative, well thought out communications solutions for specific projects and day-to-day activity. Their strong focus on quality and consistency has also helped to ensure our internal and external audiences are receiving clear, tailored messages at all times."

Tracey Peplow, Head of Customer and Outsourcing Management, Pearl Group Ltd

PEARL GROUP