

South West Contact Centre Forum Awards 2013

Entry: Agent of the year 2013 (Max Huntley)

100-word summary of why your candidate should be Best Customer Service Representative.

Max is a multi-skilled sales agent who delivered outstanding customer service and has been a consistent high performer in 2012. Max is dedicated to exceeding his targets and is passionate about helping others to drive performance through the sharing of best practice. Max constantly looks for ways to improve the business, revising LV='s working practices based on customer feedback. Max isn't afraid to challenge the norm and lead the way for change if it leads to a better customer journey.

Background

LV= employs 5,600 people and serves over five million customers with a range of financial products. We are the UK's largest friendly society and a leading financial mutual. When we started in 1843 our goal was to give financial security to more than just a privileged few and for many decades we were most commonly associated with providing a method of saving to people of modest means. Today we follow a similar purpose, helping people to protect and provide for the things they love, although on a much larger scale and through a wide range of financial services including insurance, investment and retirement products.

Delivering exceptional results

Max is an integral member of the Bristol front line sales team which provides customers with car and home insurance products. Max has been nominated for the SWCCF sales agent of the year award for his contribution to the growth of LV= and for his dedication to creating innovative ways for the departments to help teams improve performance in line with business objectives.

Max's customer service skills are truly outstanding. Each month he has exceeded his targets and achieved the highest performance indicator within the sales area 'star'. Max consistently outperforms and is continuously improving and surpassing his self set targets (see appendix 2). He ensures that although he exceeds his sales targets the quality of customer service he provides is not compromised. He strives to make the customer feel individually valued and is always looking for new ways to enhance the experience LV= provides to its customers.

Development and supporting others

Max is keen to continuously improve his knowledge and share best practice with colleagues. He has taken part in workshops where his positive input and contributions were noted and have helped motivate his colleagues.

Max also came up with ideas to improve individual and overall department performance. Most recently he noticed that his colleagues were not particularly confident at selling the Britannia Rescue breakdown policy as an add on to car insurance. Therefore, he took it upon himself to

thoroughly research the product and pull out the key benefits to use as selling points. He then worked with the rest of his team to educate them on the product and to build their confidence when selling it. Since doing this there has been a 2% increase in his department's sales of the Britannia Rescue product.

Max has also given individual coaching sessions with his peers; to help encourage and motivate them. These sessions consist of evaluating current performance levels based on previous call quality results and past team leader feedback. Max sets in place robust development plans with bespoke targets to ensure consistent improvements are made, each plan is reviewed and monitored at an agreed time scale with his colleagues.

In addition, Max is committed to his own personal development and is aspiring to become a coach. He has carried out a number of coaching training module's on LV='s online learning system and he is also due to attend an internal coaching workshop.

Supporting LV='s business objectives

The general insurance business has grown rapidly in recent years and Max's in-depth knowledge of the customer sales representative role (CSR), systems and LV= values have enabled him to achieve exceptional sales results whilst maintaining high quality work.

Max has contributed to the general insurance business achieving its successful annual results by consistently exceeding his personal targets and encouraging others to achieve strong results themselves. He continually challenges our internal working practices based on customer feedback making LV= easier to do business with.

Max is often involved in projects where he can help to make improvements to the business. He is currently running a pilot for email communication with our customers which has already made a big impression on LV='s customers (see appendix 1).

Summary:

Max challenges himself to continually improve and adapt to the changing needs of our customers. He is an exceptional CSR who has made a huge contribution to the success of our Bristol sales office. He has achieved an outstanding success rate on his sales performance and is dedicated to passing on his knowledge to the rest of the area through one to one coaching and development, Max is also committed to his own development and continues to work towards achieving his goals. He is a consummate professional and a real asset to LV=.