

Case Study: Motability Operations Ltd

Using Knowledge Management to enable Emotional Intelligence

Overview in numbers

Over
600,000
customers currently
choose to use the
Scheme



Overall customer
satisfaction
independently
measured at

98%
for six
consecutive years

94.7%

ICS customer satisfaction
rating – the highest
performing organisation
in the UK

Our culture survey
measured employee
engagement at

93%

Over 1 million calls
a year

80% answered in
less than 20 seconds

4 times innovation
award winners

Stepping back a few years...



Too many options!

Press 7
for.....

Press 1
for.....

Press 2
for.....

Press 6
for.....



Press 3
for.....

Press 5
for.....

Press 4 for
.....

Lovers & Fakers



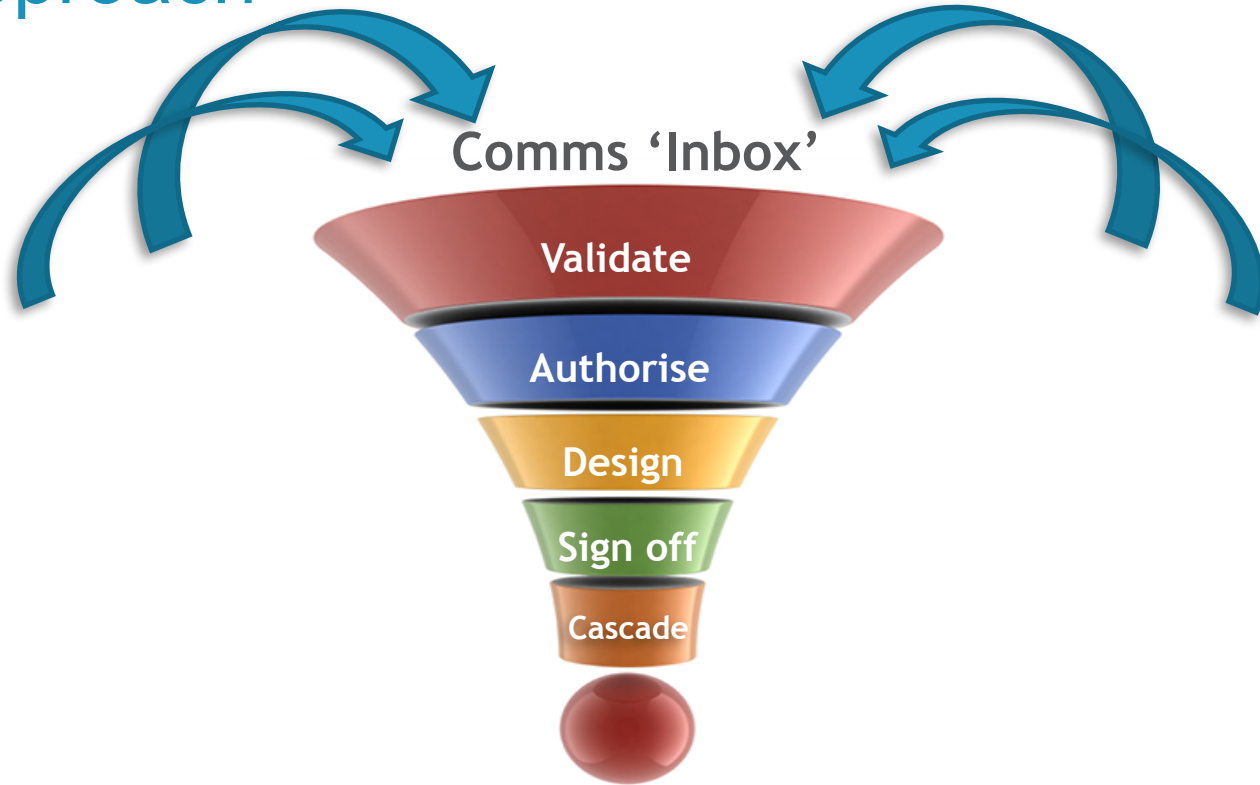
Where we wanted to be



Ripples of change



The Approach



Communication Methods



Good to Know

Age restrictions on financial support for driving lessons has been removed

Hi all,

As of 1st May, there will no longer be age restrictions placed on applications for financial support with driving lessons. The Grants team will consider applications for:

- Customers with an existing agreement
- Customers with an application in 'Pending' with a delivery date no more than 4 months in the future
- Customers who have a disability need to learn to drive in their own grant funded vehicle, due to adaptation requirements

This will not impact the familiarisation lessons process.

The [Motability website FAQ](#) (on the right hand side) and Ask Mo will be updated shortly.

Many thanks,

Communication Coordinators

Call us on 4130

Email CS Communication



Customer Services

Home About Us Contact Us Contact Us Customer Website About Customer Services Call Us (4)

All news Process changes Customer/Dealer communications

Allowance refund information
Additional reimbursement notes on AUP
Noticee notes
Changes to the customer website
New features added to the customer website
Gammatelton process update
No further car (MFC) cancellation process updated

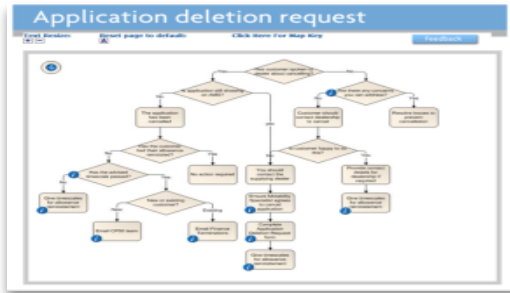
Learn Extension letters
Learn Extension letter notes
Dedicated SAC line
Dedicated SAC line in place
Tax letters on Motability
Tax letters to be staggered throughout November
When to call 0191
Continuing COB and DWP call paths

Ask Mo
Ask a question

My Links
My Skills
Department Resources

Development Zone
Feedback Zone

Social



AskMo & Maps

Ask Mo Customer Contact Centre

Ask a question

Enable Autocomplete

hire car

Hire Car

- May not provide same spec vehicle
- Not like for like
- [Hire car request form](#)
- [Hire car process map](#)
- [Timescales](#)
- [WAV/adapted hire car request](#)
- [Hire Car mileage allowance](#)
- [Congestion charge in hire car](#)
- [Puncture in a hire car](#)
- [Out of hours hire car process](#)

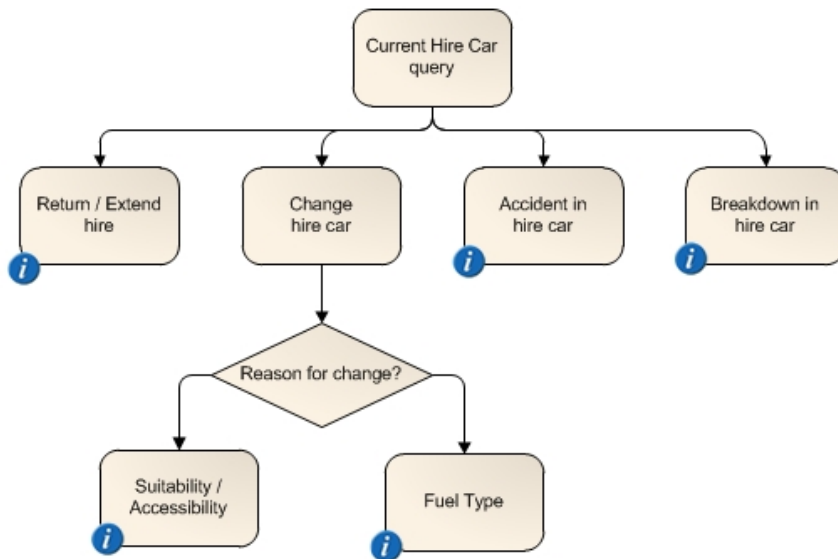
Who to call?

Chat History Toolkit Change Mo's Answer

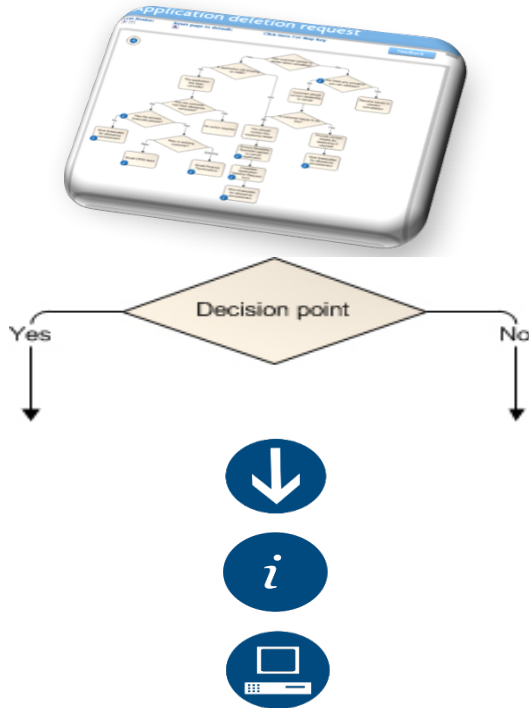
Other Related Questions

In Life Queries > Courtesy Car

- [Hire Car - Extension or Return](#)
- [Replacement car from RAC](#)
- [Congestion charge in hire car](#)
- [Replacement car during RSAM insurance repairs](#)
- [Hire car with tow bar](#)
- [Hire car after accident](#)



Navigation: Physical & Cognitive



Good to Know



Important Information



Urgent Updates



Emergency Issue



Customer/Dealer Communication



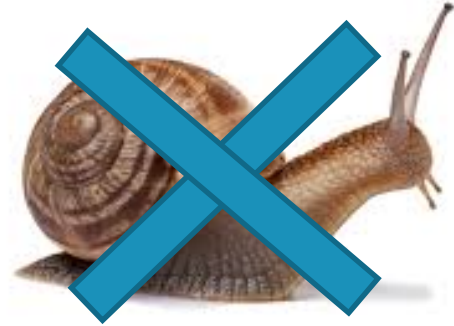
Process Information

Internal Communications – User adoption

- Ask Mo – **57,000** conversations a month (**60%** of calls)
- Process maps – over **10,000** hits a month
- Between **200 – 500** pieces of feedback from advisors a month (50 - 120 a week)
- On average **120** communications sent a month



Where are we now?



Knowledge Management implementation



In it for the long haul...



Remember....

Confidence doesn't come when you have all of the answers.

But it comes when you're ready to face all the questions.