

AXA BS Quality Action Team Update

Following on from the AXA BS Quality Questionnaire carried out by Amicus last year, representatives of the Union have been engaging in some work with AXA to look further into the concerns raised by some employees in respect of the quality of AXA BS work. As a first stage AXA collated the existing statistics for AXA BS work carried out for AXA Insurance, Life and Shared Services. A main theme that came through from studying this substantial quantity of data is that is some debate regarding calls that are transferred back to the UK. Some people who work in UK departments feel that they receive significant numbers of these calls.

The Company view is that the numbers they experience may be insignificant relative to the number of calls dealt with in India. For example if there are 12,000 calls a week handled by AXA BS for AXA Life, then transferring back 120 calls is only 1%. Of course if these transferred calls were received back in the same UK department it would seem a real problem. Furthermore, sometimes there will be occasional blips when for any one of a number of reasons (e.g. systems problems) more calls might be redirected to the UK for short periods.

Amicus want to know why that although there were only a small percentage of complaints attributed to India, there were also only a small number specifically attributed to the UK. It seems likely that the existing data does not capture enough information to show where the complaint should be attributed. We want AXA to provide accurate customer complaint data sorted to show:

The Amicus View

We do not claim that the quality of work was always perfect in the UK, or that all work done in India is of poor quality. What we want to establish is whether the quality of offshored work is actually as good as that done in the UK. We understand that AXA is committed to its business case for saving money by moving work to India, but questions remain as to whether there are hidden costs, such as additional UK support, customer dissatisfaction and potentially lost business.

% of complaints related to the UK
% of complaints related to India
% of claims unattributed

Communication Breakdown Concern

Unfortunately it was not brought to the attention of Amicus that AXA had decided to bring back some AXA Life work from AXA BS to PPB department in Bristol. Amicus do not have a problem with the work returning as it demonstrates that if a migration is not successful AXA is prepared to do the right thing rather than leave work in India to fail. However, we are concerned that there was not an open dialogue with the Quality Action Team regarding the customer complaints that had apparently been received and that we were not told UK employees were already being trained to take this work on. The Company have apologised for this breakdown in communication and we hope that there will be no further such issues.

Passage to Ipswich

Surprise news from the partnership between AXA Insurance and Lloyds TSB is the return of customer contact work to CSPL in Ipswich from Bangalore. This decision was apparently driven by Lloyds TSB's preference for a UK-only sales, service and claims operation for this project, rather than it being a reflection of the quality of work carried out by AXA BS.



AXA BS Bangalore

What's Really Going On?

The next steps for the AXA BS Quality Action Team will be to visit some UK departments and speak to employees who have daily experience of dealing with AXA BS. The purpose is to try and cut through the statistics to check what is really going on. Are there current examples of problems and customer complaints that are not reported? Or is the situation no different to if all the work was still processed in the UK?

The following areas have been identified due to their level of involvement with AXA BS and in some cases a history of problems:

AXA Insurance: Personal Lines Motor Claims, Ipswich
AXA Life: NPE department, Bristol
AXA Shared Services: Finance department, Lytham