



# Claims proposition: Internal gap survey



"Understanding what your team think of the way your company operates is increasingly important to improve efficiency, staff retention and the service you provide to your customers.

Ensuring your staff is on board with internal transformation can be paramount to achieving the overall business goals.

Your competitive edge could be sitting in your office, you just need to ask them."

**Ben Bolton**  
Managing Director



## Objectives

- Identify the extent to which broker and customer service expectations have changed in the last 12 months
- Evaluate the internal and external interpretation of client needs and company performance
- Review effectiveness and output from multiple teams within of the company
- Provide insight into the key challenges facing teams

## Approach

### Steering group meetings

Meetings with client team to outline main objectives and goals.

### External broker interviews

Qualitative research showing how the brokers view the client and what they say can be improved.

### In-depth interviews with key client personnel

A view of how the leadership of the client interprets the vision and opportunities of the future of the clients company.

### Internal survey with all client employees

Qualitative and quantitative research collecting insight into the importance of particular attributes, synergy within the company and what can be improved.

### Recommendations

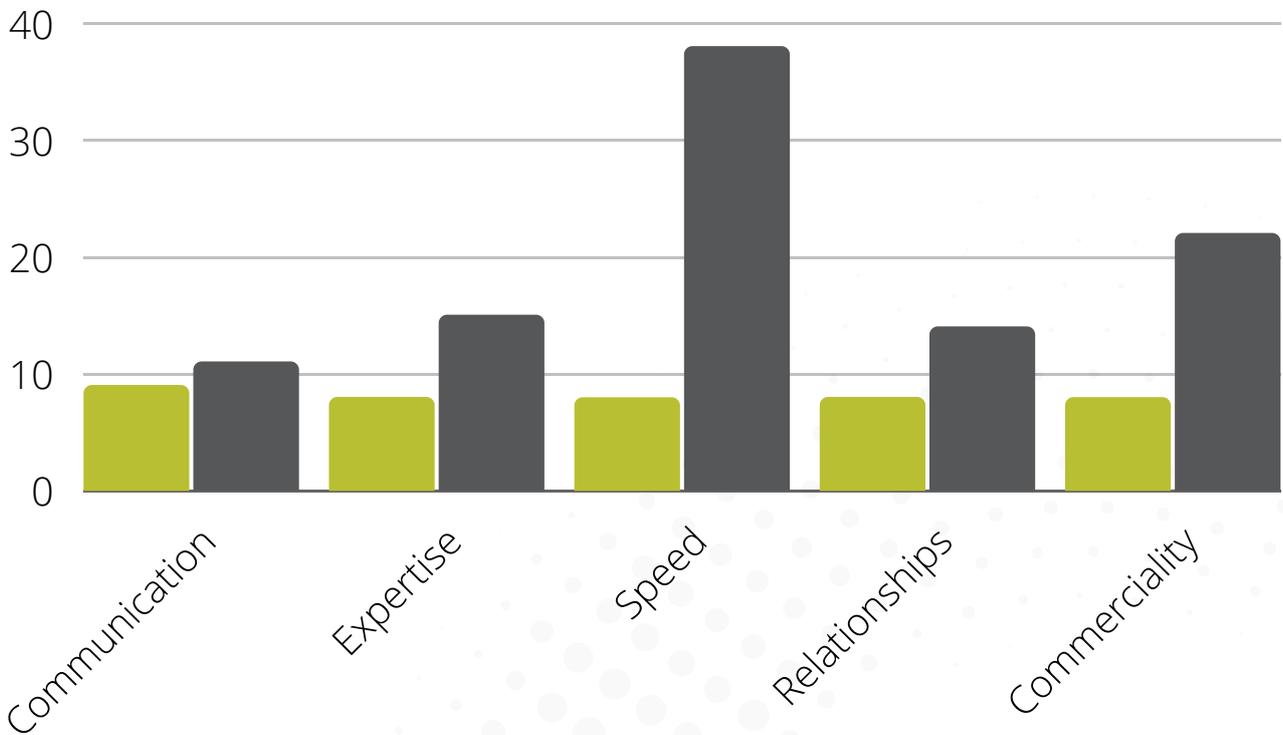
Gap analysis showing external client needs and how it maps to current and potential service as a key input into prioritised implementation plan.



## Examples of deliverables

Staff perception vs broker needs

Staff Brokers



Key challenges facing teams

Issues	
IT issues	55%
Under resourced	18%
Processes need improving	18%
High workload	17%
Receiving correct info	14%
Conflicting demands	6%





## Examples of deliverables

### Do more of...

Attribute	
Sufficient resources	16%
Engagement with brokers	14%
Better communication	11%
Thorough training	11%
Improve processes	7%
Build client relationships	7%

### Do less of...

Attribute	
Online meetings	17%
Delays in processing	15%
Mistakes	7%

## Build your own project

work with your team to develop the actions plans you need to succeed.

Utilising Gracechurch existing benchmarking data in conjunction with bespoke research to improve fast by identifying quickly, identifying 2-3 "massive actions" the team can rally behind and execute.



Want to know more?



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