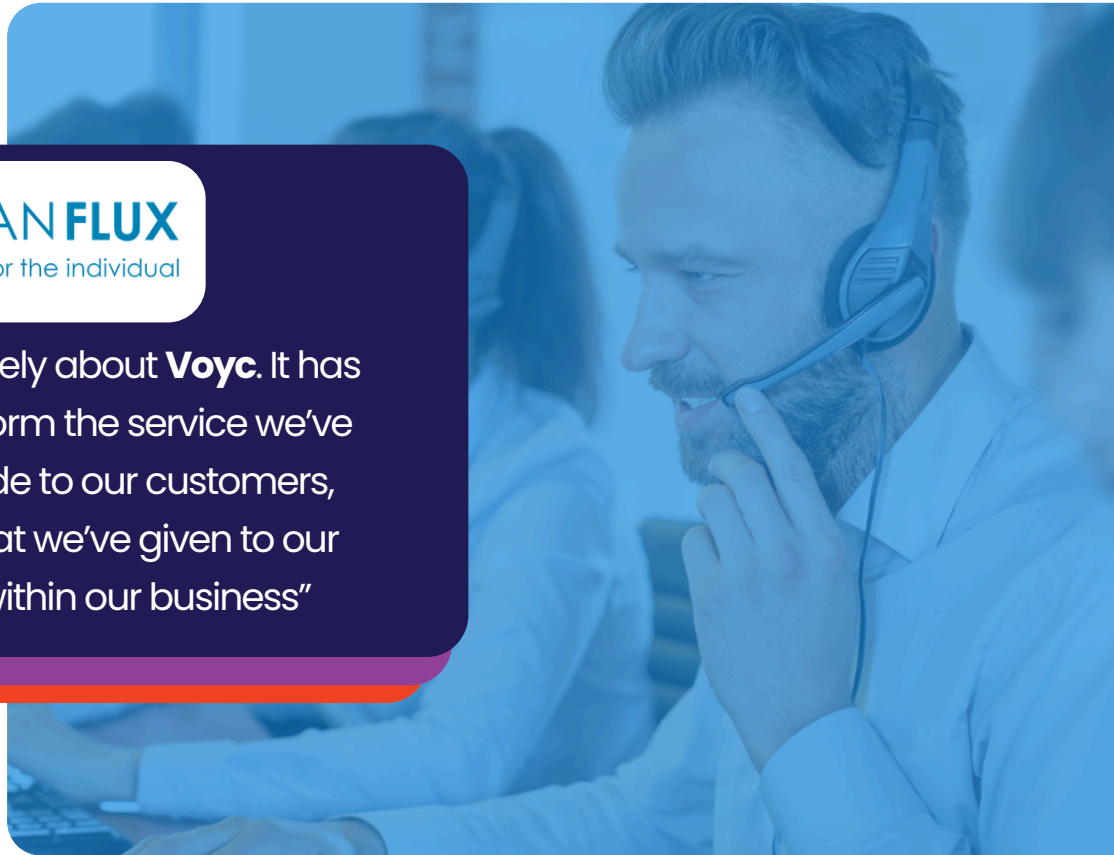




ADRIAN FLUX: CUSTOMER STORY

ADRIAN FLUX
Insurance for the individual

"I feel very passionately about **Voyc**. It has really helped transform the service we've been able to provide to our customers, and the support that we've given to our clerks who work within our business"





HOW VOYC HELPS ADRIAN FLUX

- ✓ Instantly audit and score 100% of customer calls, with full transcripts and call summaries to support management, team motivation and coaching.
- ✓ Boost productivity and efficiency levels with substantial time savings.
- ✓ Immediately locate and act upon specific moments in calls that previously took hours to find and resolve.
- ✓ Deliver practical training and coaching activity targeted to the individual needs of every telephone clerk.
- ✓ Boost management performance through improving workflow effectiveness.
- ✓ Effectively implement frequent business changes driven by regulation and a large panel of insurance providers.
- ✓ Identify potential customer vulnerabilities and handle them with care and empathy to achieve good outcomes.
- ✓ Turn customer insight into higher sales, stronger retention and lower regulatory risk.



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BACKGROUND STORY

The background to this Customer Story is remarkable and inspiring.

In the early 1970s, a motoring enthusiast called Adrian Flux found it challenging and frustrating to buy motor insurance.

He wanted to insure a non-standard vehicle: his Spartan kit car. He also lived with a disability. Both these factors made securing appropriate cover difficult.

Adrian recognised that many other UK drivers faced similar barriers and were poorly served by traditional insurance models.

He identified a clear and unmet need for specialist insurance support and, in 1973, established his own insurance brokerage to serve these individuals.

Today, Adrian Flux is the UK's largest independent specialist motor insurance broker, offering cover for a wide range of vehicle types, including classic cars and motorcycles, as well as home and travel insurance. The company now has a panel of more than 40 insurers and employs around 1900 people, working across four locations and from home locations.

Ever true to its roots, Adrian Flux maintains an outstanding reputation for offering a bespoke insurance solution tailored to the precise needs of every customer, including those with vulnerabilities.

And that's how the company successfully delivers on its promise to provide "Insurance for the Individual".



BEGINNINGS: HOW ADRIAN FLUX CHOSE TO WORK WITH VOYC

At Adrian Flux, the telephone is a primary channel for new policy sales and ongoing customer service.

The firm now employs a total of 1100 professional clerks to handle its telephone interactions, working in teams each led by a Team Manager.

Adrian Flux's senior leadership team has always had a keen interest in technology to support and enhance phone operations.

They saw that Voyc was building a strong reputation in the insurance industry, so they joined a Voyc webinar to learn more.

This was a critical moment. The webinar demonstrated to Adrian Flux how Voyc could provide substantially greater insight into the details of customer calls. And how it could help save valuable time by working more efficiently across three critical areas:

- **Call auditing:** monitoring and scoring calls for quality control and team management
- **Call listening:** searching calls to answer enquiries from customers and managers
- **Coaching:** finding and using specific call examples to provide targeted coaching and training for individual clerks



All these areas have become more complex and time-consuming for Adrian Flux as the business has grown larger and more successful over the years.

After that initial webinar, Voyc worked with Adrian Flux to demonstrate how the solution could be tailored to the firm's specific operational needs and cultural standards.

A culture of “coaching, not QA”

The culture at Adrian Flux is rooted in a clear, organisation-wide focus on coaching and continuous improvement.

From day one, the organisation has prioritised treating every employee like a family member, emphasising motivation and reward rather than discipline and fear.

That's why the leadership team wanted Voyc to be used and seen throughout the business as a positive initiative to support telephone clerks and boost their success, and certainly not as an impersonal quality assurance tool to “catch people out”.

This cultural approach is referred to as “coaching, not QA” at Adrian Flux.

Having established and agreed on how Voyc should be applied to benefit the business, implementation began on a “Proof of Concept” basis in May 2024.



IMPLEMENTING VOYC AT ADRIAN FLUX

There were three key goals for the Voyc implementation phase:

- 1. Accuracy:** reassurance that Voyc delivered accurate data and results for Adrian Flux, with its wide product range and provider panel
- 2. Ease of use:** proof that results could be achieved easily and quickly
- 3. Positive buy-in:** enthusiasm rather than apprehension on the part of telephone clerks and managers

They started the implementation and onboarding phase on a small scale, with just one Customer Services team working with Voyc: about 12 clerks. The early results were strong, so they quickly expanded to an entire Customer Services team and then to other areas of the business.

Voyc provided a valuable summary of every call, along with a full transcript for auditing and compliance. **It was soon clear that the data collected was more accurate than expected, even across wide variations in customer accents and line quality.**

Regarding ease of use, Team Managers were delighted to see how simple and intuitive it was to work with Voyc. They could easily pinpoint not only calls but also the specific moments within those calls they needed to find. They soon realised that the time savings that Voyc delivered would be transformational for the business.



They also saw how Voyc's accuracy could support productive feedback and coaching. With clear transcripts and summaries available, there was no longer any doubt or debate about where targeted coaching was needed.

Overall, staff at all levels readily understood that Voyc was there to help them achieve more in their roles by highlighting and reinforcing successful performance, rather than focusing on errors.

As a result, buy-in levels rose and enthusiasm grew rapidly as onboarding progressed. **People across the business eagerly awaited their Voyc login details.** And today, all Voyc users at Adrian Flux have access to an internal email group where they exchange tips and support one another in making the best use of Voyc's functionality.



One of the biggest benefits of using Voyc is how simple it is to use. Even our less tech-savvy individuals were able to pick it up straightaway. I've had great feedback from everyone that's used the system on how intuitive it is and how easy it is to pick up and implement in their day-to-day lives



Jake Desborough
Customer Service and Administration Manager, Adrian Flux





Flexible, responsive support

Throughout implementation, the Voyc team, led by three dedicated project managers, was on hand to provide guidance and address any questions that arose. Voyc also offered an online chat service to answer any questions and provide immediate support as needed.

What's more, Adrian Flux had full interactive access to Voyc Village – a comprehensive online learning suite with modules designed for different users.



During the onboarding process, we had a lot of support from Voyc themselves. They have a programme called Voyc Village which provides us with a lot of insights and step-by-step guides on how we can action things up for ourselves.



Hayley Cranstoun
Daily Operations Manager, Adrian Flux



Backed by all the support Voyc provided and driven by enthusiasm across the business, Adrian Flux completed the full implementation and onboarding phase on 7th August 2024, just 74 days after it started.

This was **18% faster** than Voyc's 90-day standard timeline.



THE RESULTS

Three core operational transformations:

Following the implementation and onboarding phases, Voyc has delivered substantial benefits to Adrian Flux across all three critical areas identified at the outset.

Call auditing

Call auditing is used at Adrian Flux to provide formal and ad hoc feedback to clerks, to monitor and manage call quality and compliance.

Before Voyc, this was a time-consuming, manual process.

Team Managers had to search through call recordings to find representative samples for each clerk.

Due to time constraints, they could only include a relatively small percentage of the clerk's total calls in this sample.

Most importantly, this detailed process could demand an excessive amount of the Team Manager's time. Listening to calls could take up to an hour per call.

And after that, the Manager was required to spend more time producing a written call summary for the audit log.





With Voyc, call auditing is more comprehensive. Team Managers now have more time to add value by reviewing call quality with their clerks, rather than searching and listening.

Voyc now monitors 100% of calls. Each call is assigned an overall score based on a scorecard configured and managed by the Adrian Flux team.

The Adrian Flux team have configured their scorecards using key phrases and keywords essential to their process, and every call is automatically scored against the agreed criteria.



Now we receive 100% of our calls, all scored for us, and audited



Rob Aves
Training Manager, Adrian Flux





As a result, the **time savings** Voyc delivers here alone are outstanding.

Voyc's scoring gives Team Managers detailed visibility into call performance when auditing calls, compared to previous manual methods.



When it comes to the time that Voyc has saved... it's really hard to put into words, to be honest, because it's massive.



Hayley Cranstoun
Daily Operations Manager, Adrian Flux



In addition, Voyc produces a full **transcript** of every call, as well as a concise call **summary**.

The transcript is a clear record of the content of the call. It supports coaching feedback to the clerk and eliminates any doubt about what was said. The transcript also serves as solid evidence of the call's content for internal purposes, such as complaint handling.

The call summary alone provides a comprehensive overview of the call, without the need to read the full transcript. Team Managers can copy and paste this summary directly into their audit log, rather than writing a summary from scratch, as they did previously.





Our managers really love the call summaries that are presented on Voyc. Every audit that we log on our system requires a brief summary of what happened on the telephone call. Rather than having to type it out manually themselves, it's now a simple copy and paste job from Voyc onto our audit log.



Jake Desborough
Customer Service and Administration Manager, Adrian Flux



The Voyc summary even rates the call's sentiment, indicating to managers how satisfied the customer appeared to be throughout the call, providing valuable insight to support managers' feedback to clerks.

Call listening

At Adrian Flux, there is sometimes an urgent need to find and listen to a particular customer call. Reasons can range from complaints or disputes over what was actually said.

Before Voyc, these calls had to be located using customer details, then listened to in full to identify and respond to the specific issue.

This was a complex process that could take hours for the team to complete to the high standards required at Adrian Flux. As a result, any customer making an enquiry about a previous call usually had to wait to be called back with the information required.



With Voyc, such enquiries are answered quickly, often without any callbacks needed at all, by simply entering customer details and subject-matter keywords (e.g., “no claims discount” or “renewal date”) into Voyc’s search function. This immediately takes the user not only to the required calls, but to the relevant moments within those calls.



Previously, we would have had to listen to a call from start to finish. Now we can simply put in a keyword. It will take us directly to that point of the call and mean that a particular case may be wrapped up a lot quicker than it would’ve been before.



Hayley Cranstoun
Daily Operations Manager, Adrian Flux

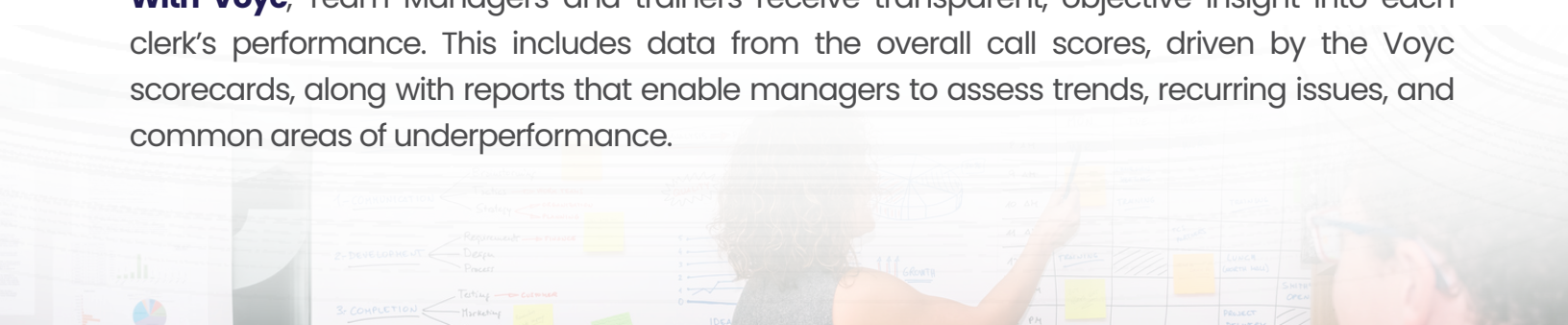


Coaching

The detailed, individual insight that Voyc delivers has dramatically improved the quality and relevance of coaching at Adrian Flux.

Before Voyc, Team Managers and trainers gained a broad view of their clerks' coaching needs through anecdotal feedback and by auditing relatively small samples of calls. Managers were sometimes not 100% confident in their assessments of coaching needs, a perception that clerks also sometimes shared.

With Voyc, Team Managers and trainers receive transparent, objective insight into each clerk's performance. This includes data from the overall call scores, driven by the Voyc scorecards, along with reports that enable managers to assess trends, recurring issues, and common areas of underperformance.





Managers and trainers can now spend quality time reviewing this accurate, up-to-date data, drilling down into the actual call transcripts if they wish.

As a result, they can provide targeted, bespoke coaching for each team member. This reinforces strong performance, drives career success for clerks, and improves customer service.



Now we can give more detailed feedback to the staff members based on all the calls they're doing rather than just a limited number. So yes, we get more data, but also, we can find trends more quickly. We can act upon that as well to give them all that feedback, coaching and guidance.



Rob Aves
Training Manager, Adrian Flux



What's more?

The workflow feature in Voyc enables managers to assign actions and tasks quickly, boosting productivity and delivering better results for the team.

Every user's workflow activity is recorded and easily accessible in Voyc. Adrian Flux's Department Managers and trainers can then use this to work with individual Team Managers and identify where they could improve their team's performance.

This shift has enabled Adrian Flux to move from sample-based coaching to consistent, data-led development, delivering stronger individual performance, improved management capability and better day-to-day management outcomes.



ADDITIONAL BUSINESS IMPACT

Alerts: Highlighting positive performance and potential issues

Like most other Voyc users, the Adrian Flux team finds the Voyc “alerts’ feature especially valuable.

Voyc raises immediate alerts whenever a specific word, phrase, or subject appears in any call. Managers can then review these alerts and take any required action without delay.

At Adrian Flux, there is sometimes a need to introduce a new rule or process that the phone clerks must handle correctly. This could range from new compliance guidance, to a new product change from one of the many panel insurers.

When these changes occur, by setting up alerts to identify when they appear during calls, Managers can ensure they are handled correctly. They can then quickly address any incorrect handling and reinforce positive performance through praise and recognition.



For any new procedural change, which in our industry we get quite a lot of, with alerts, we can quickly monitor it. Has it been implemented straight away? We can act upon it if it hasn't.



Rob Aves
Training Manager, Adrian Flux





Alerts: Supporting vulnerable customers

Adrian Flux also uses Voyc alerts to highlight a wide range of words and phrases that can indicate that the customer is potentially affected by a vulnerability.

Whenever a vulnerability alert is triggered, the call summary and transcript can serve as evidence of whether the customer was appropriately treated in response to the alert.

The alerts are also used to assign activities through Voyc's workflow feature, ensuring that customers with vulnerabilities continue to benefit from positive outcomes throughout their entire journey with Adrian Flux.

These vulnerability alerts go a long way towards ensuring that Adrian Flux continues to honour its commitment to treat every customer fairly and with respect at all times.



Voyc has had a significant impact on how we help our vulnerable customers. We put in a certain amount of keywords for Voyc to search and flag if any of our customers fall into the vulnerable bracket. We can make sure that they were handled in the way that they need to be, based on their own individual needs.



Jake Desborough
Customer Service and Administration Manager, Adrian Flux





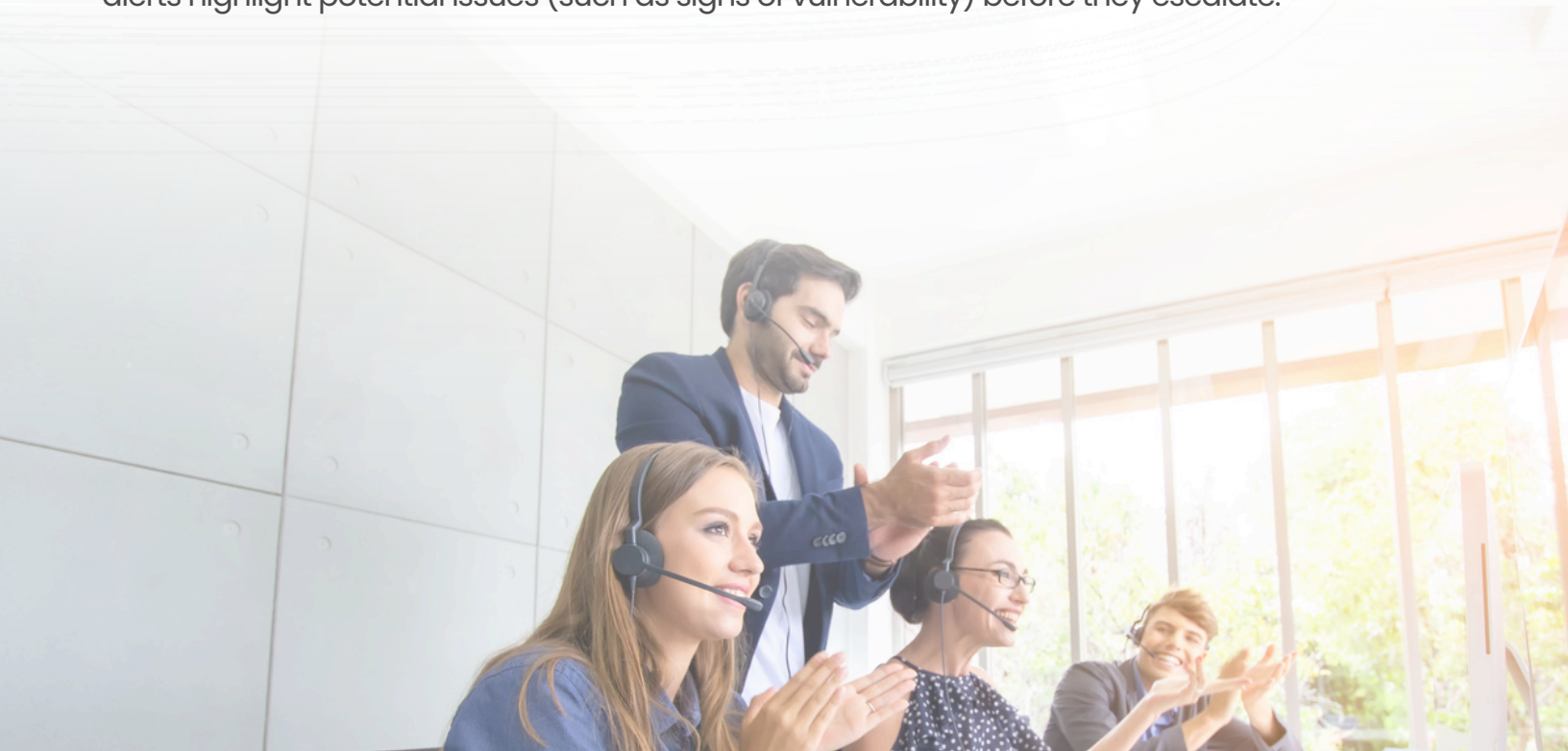
STRONGER CUSTOMER OUTCOMES, IMPROVED EFFICIENCY, AND CLEAR ROI FOR ADRIAN FLUX

Adrian Flux's team leaders and department managers can now focus their time on delivering real value in areas such as:

- One-to-one coaching
- Ensuring excellence in handling vulnerable customers
- Helping clerks maximise the effectiveness of every call

Like other firms working with Voyc, Adrian Flux could enjoy measurable financial benefits too.

The new levels of insight and data now available can support sales performance and customer retention. At the same time, the risk of regulatory redress could decrease, as Voyc alerts highlight potential issues (such as signs of vulnerability) before they escalate.





LOOKING AHEAD

This Customer Story demonstrates why Adrian Flux considers its decision to work with Voyc a positive and valuable one, delivering clear, measurable results for the company, its employees, and its customers alike.

The two businesses now work together as a trusted partnership, committed to delivering Insurance for the Individual in line with the mission and values established over 50 years ago.



Working with Voyc has been a pleasure. It's lovely to know that we're being listened to, and our ideas and hopes for what Voyc can become are coming true.



Hayley Cranstoun
Daily Operations Manager, Adrian Flux





THE VIEW FROM VOYC

Voyc is delighted and proud to be supporting Adrian Flux and to see the positive differences the solution is already delivering – for customers, staff and the business overall.

The enthusiasm and commitment of the entire Adrian Flux team from day one have underpinned a successful and rewarding start to the working relationship.



What stands out in our partnership with Adrian Flux is the intentional focus on adoption. From the beginning, there was a clear commitment to embedding Voyc into their coaching process. It was not just about introducing technology, but using it to drive better conversations and measurable performance improvements. That clarity is what made the implementation of Voyc a success.



Lethabo Westaway
Co Founder & CTO, Voyc

