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Talk

Spring 2007

Welcome

With batteries recharged after the festive season, I hope you are as motivated as we are to make 2007 our best year yet. In this edition of CPP Talk, we'd like to share some of our plans for 2007 with you.

The last quarter of 2006 saw record numbers of new policies in our core product areas of card protection, identity protection and mobile phone insurance. This has provided great momentum for the first quarter of 2007.

As ever, our goal in the coming year is to be "easy to do business with" and to be regarded as an extension of your own business. To achieve this, we are:

- *Building a business partner portal for you to access, which will be full of information and resources including our best-practice centre. Monthly "what the market says" update newsletter takes information from the industry press, legislation and compliance updates and new product development progress. You will be able to log queries and raise issues for us to deal with. We want to make sure this works for you, so if there's anything you would like to see in the portal, please let us know.*

- *Identifying where we can offer you and your customers more 'assistance' to deal with life's worries. If you haven't already, please tell us about any problems your customers are facing so that we can develop our product base. We already have six new products in our development pipeline. These are: identity protection for companies, an upgrade to individual identity protection, Money Protection, GadgetCover, a travel-related product and a unique service aimed at securing IDs and passwords.*
- *Acting on your feedback from the November satisfaction survey to improve our management information and our communication of new product developments.*
- *Creating a multi-channel capability to support you and your customers – ensuring we deliver the right product, through the right channel at the right time.*

We believe that our products and services bring real value to our business partners in terms of income generation, cost savings and brand enhancement. We look forward to working with you in the coming year to make our joint business objectives a reality.

Tim Haig
Sales Director

Company identity theft in the spotlight

Company identity theft poses a significant threat to UK businesses — that's why CPP commissioned research to find out more...

Company identity theft is one of the most serious threats facing businesses in the UK today. There are many ways in which criminals can impersonate and abuse the identity of a company, often causing long-term damage to the business affected.

At CPP, we strive to offer the best possible protection for our customers, so we wanted to understand the perceptions of company identity theft among UK businesses and find out what preventative measures they were taking. In August 2006, we worked with the Institute of Directors to conduct a survey into its members' awareness of the crime and their levels of concern.

The findings show that awareness of the term 'company identity theft' is high, but there is limited understanding of exactly what it is, the damaging effects it can have and how it might manifest itself. There is a high level of concern about the issue among key decision makers, but many are not taking adequate steps to protect their businesses against it.

There is a clear need for better information about company identity theft, and more guidance on the measures that businesses should take to protect themselves. We are using the results to help develop our company identity theft product, working closely with business partners to offer appropriate levels of protection.



Please request a copy of the research findings from your Account Director.

Go, Go GadgetCover

We are expanding our insurance portfolio with an exciting new product to help our business partners meet the demands of today's switched-on consumers.

Portable electronic devices have revolutionised our lives, helping us to stay in immediate contact with our friends and family, entertaining us on the move or simply capturing that special moment as it happens. Our pockets, bags and cars are full of valuable portable devices, which are becoming an essential part of our lives.

In the past four years the popularity of electronic gadgetry has substantially increased among men and women of all ages. A greater reliance on these gadgets is fuelling an increase in street crime — establishing a firm need for an insurance product that provides relevant cover.

In response, we have developed a competitive wholesale GadgetCover product proposition to help our business partners meet their customers' need for protection.

So what is GadgetCover?

It provides worldwide cover for up to three gadgets, which can include digital cameras, personal digital assistance, satellite navigation systems, camcorders, hand-held games consoles and music and video devices. The policy provides protection against theft, accidental damage and breakdown outside the warranty period.

Our product proposition is highly competitive, and has been developed with the benefit of 15 years' experience in the mobile-device insurance market. It has a number of unique selling points:

- Paperless claims process — providing customers with a simple, hassle-free service.
- First-point-of-contact resolution — 80% of claims are completed on the same day.
- Voucher fulfilment — allowing customers to choose a replacement from leading high-street retailers Curry's Digital and PC World.
- Replacement voucher within 24 hours of claim being approved — providing a swift resolution.
- Flexible cover — includes up to three gadgets to the value of £500 for each item, with a maximum cover level of £1,000.

For further information please contact your Account Director or John Walkley on **01904 544625** or email john.walkley@cpp.co.uk



Advice for young innovators

CPP sponsored the 'Enterprise Inspirations' area of this year's Venturefest Yorkshire exhibition, which attracted more than 2,500 delegates.

The exhibition provides information, advice and support for entrepreneurs and early-stage businesses.

The 'Enterprise Inspirations' area aims to inspire school pupils and young people with the entrepreneurial spirit. CPP recognises that companies need to have innovation at the heart of their business if they are to prosper — and this begins by nurturing and rewarding entrepreneurial ideas in our schools. That's why CPP works closely with NYBEP (North Yorkshire Business and Education Partnership) to run a variety of programmes and competitions for regional schools all year round, including our Venturefest sponsorship.

The CPP Innovation: Ideas in Action 2007 competition saw schools in North Yorkshire and Staffordshire competing to present their product or service ideas to the CPP panel. The winners were All Saints RC School with their innovative data back up service.

At the exhibition, CPP New Product Development Manager, Stephen Chinn, shared his knowledge and expertise with the delegates in a seminar about the three golden rules for generating successful new business ideas. Stephen was able to draw on his experience of developing CPP's Identity Protection product from scratch. Budding entrepreneurs left the exhibition buzzing with innovative energy.



All Saints RC School winners of the CPP Innovation: Ideas in Action 2007 competition. Students were awarded their prizes by Group Consumer Sales and Service Director, Diane Cheesebrough. They were awarded £40 vouchers each and won £2000 worth of audio-visual equipment for their school.

A good call for CPP

CPP has made a major investment in a new Customer Interaction Management (CIM) solution to ensure that customers receive outstanding customer service. The CIM platform will be provided by Genesys, an Alcatel company.

CPP is confident this investment will put the company's York headquarters firmly at the centre of its international operations, and ensure business continuity across its contact centres in York and Tamworth. The new CIM platform will ensure world-class facilities and enable us to offer our 10 million customers a quicker, seamless and more effective service.

This investment will allow CPP's York and Tamworth contact centres to operate seamlessly while meeting all Ofcom regulations, putting CPP at the cutting edge of contact centres anywhere in the world.

CPP will use the new CIM platform initially for controlling both its inbound and outbound voice channels and to introduce new voice recognition self-service capabilities. The new CIM platform will help CPP enhance customer service, optimise agent productivity and reduce overall operating costs.

The Genesys platform is currently being implemented in UK outbound and inbound voice channels.

For further information about Genesys, please contact your Account Director.

Firm focus on fairness

The FSA's Treating Customers Fairly (TCF) initiative is central to the delivery of its retail regulatory agenda, ensuring that all consumers get a fair deal.

CPP is committed to developing an appropriate TCF environment for our product portfolio, in line with the FSA's guidelines.

Comprehensive analysis is being completed to ensure that TCF principles are embedded into our business culture and processes. As a result, we are

implementing changes to the customer life cycle process and developing more specific measures for performance evaluation.

The TCF initiative aims to deliver six improved outcomes for consumers. To achieve these outcomes for our customers, CPP has developed a set of TCF objectives. These commit us to regularly assessing the quality and relevance of information and advice we provide to consumers, including sales and post-sales processes, and to scrutinising our delivery against customer expectations and customer feedback.

Our new product development process is already engaging with target consumers to ensure that we develop relevant products and that our marketing propositions are transparent and fair. Formal reviews of complaints, claims, cancellation rates, product sales and other measures will help us to identify any potential risks to TCF delivery.

For further information about TCF please contact Paul Bentley at paul.bentley@cpp.co.uk

Customer service under scrutiny

As part of our ongoing research to track the quality of the customer service experience we provide, we interviewed around 500 customers in November 2006. These customers each held one of our three main products (Card Protection, Phonesafe or Identity Protection). Each interviewee had experienced a service encounter with CPP in the week prior to the interview.

The three key measures that we track are:

- How likely is the customer to renew their policy?
- How satisfied are they with CPP overall?
- How likely are they to recommend CPP to family and friends?

Likelihood of renewal

Almost nine out of ten interviewees told us that they are 'very' or 'quite' likely to renew their policies with us – a 5% improvement on the August result. The result for Card Protection was extremely positive, with 97% of customers interviewed likely to renew.

Overall satisfaction

Four out of five customers are highly satisfied with CPP, giving us a rating of eight out of ten or higher.

Customer advocacy

We ask customers to rate the extent to which they are likely to recommend CPP to family and friends on a scale of one to ten, where one is 'very unlikely' and ten is 'very likely'. Overall, two thirds of customers are very likely to recommend us, rating their likelihood between eight and ten.

Help is a phone call away

Eighteen months ago, CPP set up a dedicated Support Desk for our business partners – and the department is going from strength to strength.



The voice of Paul Waines will be familiar to many of you who have raised queries with the desk, so we thought it time to put a face to the name. As we develop our Business Partner Portal, Paul will continue to offer the high level of assistance and query resolution that has made the Support Desk an invaluable resource for all of our partners. Paul has recently been joined by Frieda Watson. Frieda has a wealth of experience in Operational Support and will also be on hand to answer your queries.

The Support Desk aims to provide a response to your queries within two days, and resolution within five days.

If you have any questions about this dedicated support facility, please ask your Account Director or contact Paul or Frieda directly on **01904 544220** or email **bpsupport@cpp.co.uk**

Business Partner Support Desk – the facts

- Open 9am to 5.30pm, Monday to Friday.
- Provides assistance for business partners with business-as-usual queries.
- Guaranteed two-day response.
- Business partner issues raised with relevant CPP department fast.
- Dependable, responsive, efficient and friendly service for all business partners.

Business partner website goes live

Our business partner website is now live. You can check it out at **www.cppbusinesspartners.co.uk**

If you have any comments or suggestions for the site, please let us know. This CPP Talk newsletter will be uploaded to the site so that you can access it at any time.



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