

Seeing through the eyes of the Customer

Leveraging technology to improve customer
interactions and experience

Toyin Alalade
Royal London

Royal London is the UK's largest mutual life insurance, pensions and investment company

- Founded in **1861**
- Offices across the UK and Ireland
- 3,898 employees
- 6m customers (**1.4m** members)
 - they mainly access products through financial advisers, employers or directly
- **£130bn** of assets under management



We are **committed** to helping our customers and members

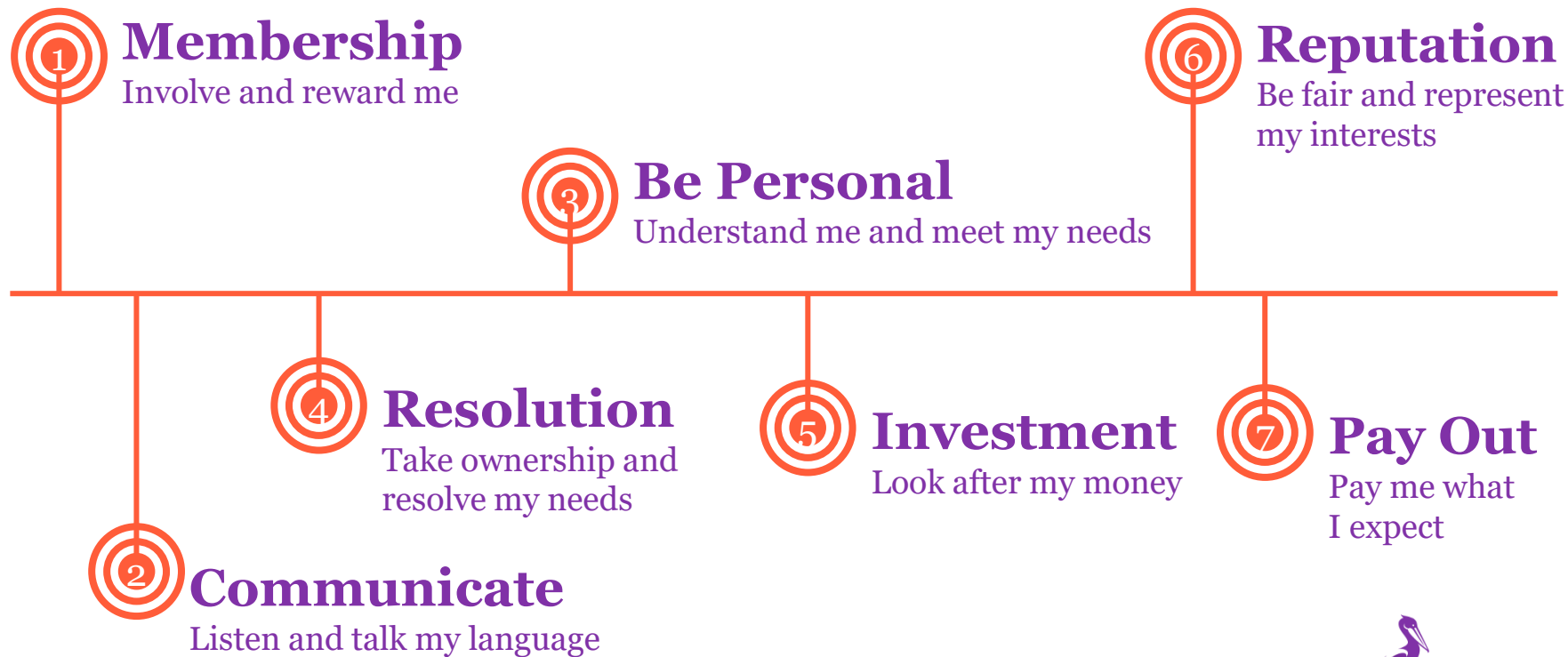
Our vision

We aim to become the most trusted and recommended provider in our chosen markets by creating the best customer and member outcomes and experiences

Our purpose

We're a member-owned business, so everything we do is about improving the lives of our customers, members and wider society in the areas where we have expertise

Our focus is to listen to the Voice of the Customer



To ensure we deliver a 'Customer first' service offering, we are...



Improving our
data and
processes



Transforming
our digital
capability



Empowering
our People

We have improved data through our **Golden Record** programme

Complete and
accurate record
of our
customers'
information

Tell Royal
London once

'Find Customer'
online service
for Customer
Services teams



Resolution

Take ownership and
resolve my needs

We are driving progress to transform the business in a **digital** world

Digital engagement

- Mobile app
- Consistent, simple and intuitive interfaces
- Ongoing communication programmes

Digital customer identity

- Progressive profiling
- Relevant personalised services
- Incremental levels of access



Be Personal

Understand me and meet my needs

We've introduced a more **personalised** approach within Operations

“Our customers feel more listened to and pay more attention. The process seems a lot easier and pain free”

“A friendlier and happier experience”

ello my name is

A campaign

“We're able to add a little personality and use our initiative on the calls and makes it a better experience for us also”

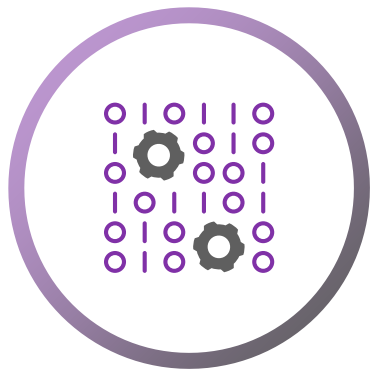


Be Personal

Understand me and meet my needs

ROYAL
LONDON

These changes are having an **impact** on our customers and people



Improving our
data and
processes



Transforming
our digital
capability

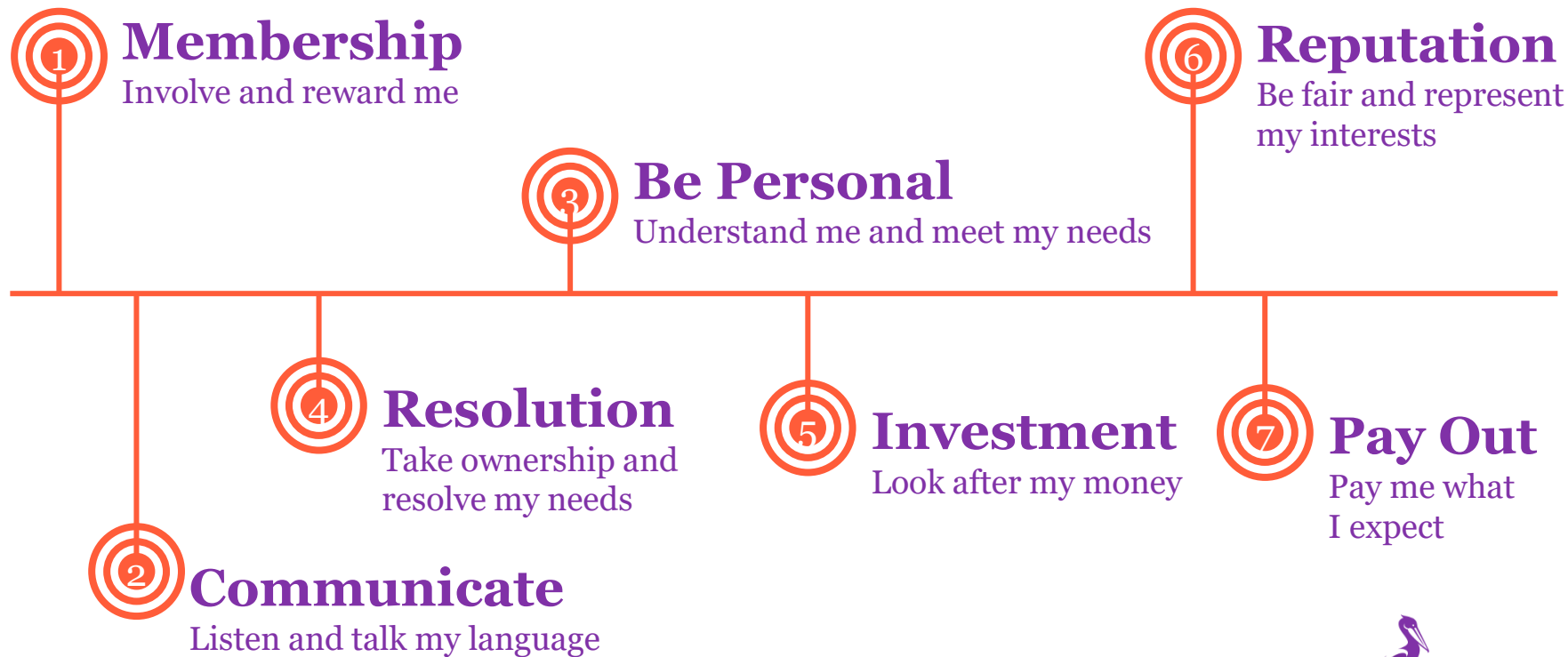


Empowering our
People

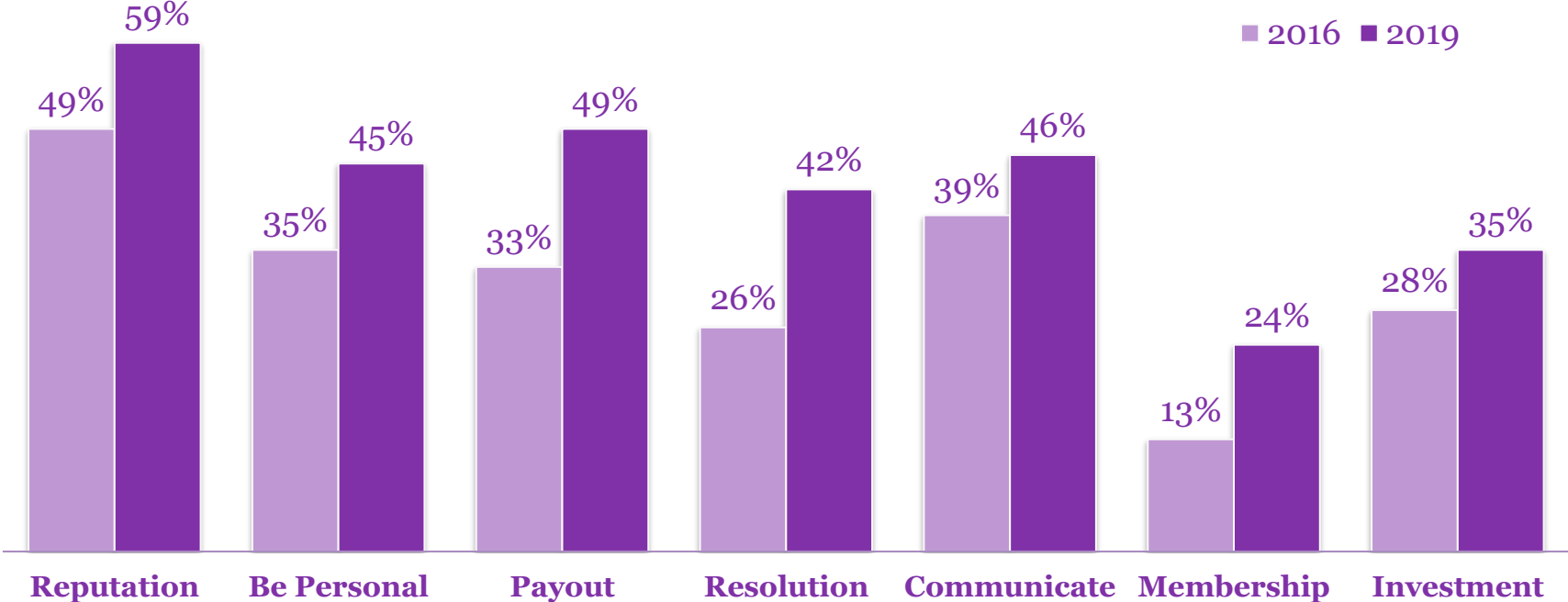


Better customer interactions and experience
More efficiency across the business
More motivated and engaged colleagues

A quick reminder of our **Customer Value Statements** model



Recent **results** prove our customers are benefitting tangibly





THANK
YOU