Hollard Increases Productivity by 20% with KYP.ai

"Because to us, doing good is as important as doing good business. Everything we do, every day, enables more people to create and secure a better future." -Hollard[1]

Shared services operations for leading insurance company

South Africa's insurance giant, Hollard, stood at a crossroads. The company, established in 1980, had always prided itself on its dedication to its customers and its commitment to excellence. However, the ever-evolving insurance landscape presented new challenges.

Hollard recognizes an amplifying demand for insourced services, necessitating tools and systems capable of not just streamlining the present but scaling alongside their growth.

Like many companies, Hollard grappled with the need to **streamline operations, boost productivity, and capitalize on automation opportunities.** They created an internal improvement team, tasked with continuous improvement efforts.

Here is what they achieved.

The Challenge: Lack of Visibility Hampered Optimization Efforts

One of the biggest hurdles Hollard faced was limited visibility into their shared services operations. "It's important for us to get visibility into the data and the various processes. Previously, when you had to look into the processes, it took a large amount of time from people. We really wanted to automate that as far as possible," explained Kyle McWilliam, Head of Group Shared Services at Hollard.

As Hollard looked to the future, they anticipated a growing demand for insourced services. This meant they needed a solution that could not only streamline existing operations but also **scale effectively to accommodate future growth.**

BY THE NUMBERS

20% productivity potential

307 hours saved per month

4M policy holders

Hollard envisioned a future where they could leverage South Africa's skilled workforce and government incentives for offshore businesses. They believed that by optimizing their operations, they could not only improve their bottom line but also enhance the customer experience. However, achieving this vision required the right tools and expertise.

They lacked the insights needed to identify areas for improvement and optimize their workflows. Manual efforts to understand their

processes were time-consuming and lacked comprehensive data, making it difficult to make informed decisions. Additionally, a growing demand for insourced services added pressure to find a scalable solution that could handle increased **workload efficiently.**

A Milestone in Operational Transformation: Embracing KYP.ai changes trajectory

Traditional methods offered little insight into hidden inefficiencies within their processes, making it difficult to optimize operations. To help guide their efforts, Hollard created an improvement program team dedicated to service delivery and ongoing efficiency identification.

KYP.ai helped Hollard to **capture, identify, and measure their potential for improvements**, which unlocked operational transformation. KYP.ai was 'the perfect toolset to help understand the various processes and where the challenges are.'

Staying true to their mission to invest in people and in creating opportunities for personal growth some of their optimization efforts aimed to understand:

• Where are people overworked?

• Where are they underworked?

• Where are there opportunities to fix this?

Implementing KYP.ai was a critical step in Hollard's transformation journey. The tool provides **real-time visibility into operational data**, for rapid detection and resolution of any process bottlenecks or inefficiencies.

With KYP.ai, Hollard had a clear view of their shared services operations. They can now react quickly to potential issues and capitalize on opportunities for optimization.

"KYP provides a really good base for this, for the identification of the opportunities within our shared services world. And this really is from a process people and automation perspective."

In fact, by learning how their top performers worked, they were able to boost productivity by 20%.

"We've been able to see where people are most productive, what times of the week they are most productive, and we have adjusted the work schedule. And we've really seen some good benefits out of that," confirms McWilliam.

Unveiling the Potential: Deep Process Insights and Data-Driven Decisions

KYP.ai did not just offer visibility; it also provided deep **insights into process variations across teams and individuals**.

"Previously, someone in the team would have to sit and observe the processes. They need to see how the work is done physically, but KYP provides all of this and more without any physical intervention," notes the Head of Shared Services for Hollard.

By analyzing this data, Hollard could understand how different teams approached various tasks and identify opportunities for standardization and best practice sharing. For example, by optimizing their ticketing triage process, they were able to save 307 hours (about 2 weeks) per month!

KYP.ai's data analysis capabilities allowed Hollard to go beyond simply seeing their workflows. They could now **uncover hidden inefficiencies** and identify

areas where processes could be streamlined or standardized. This deeper understanding of their operations was crucial for unlocking significant improvements.

The automated data analysis capabilities of KYP.ai proved invaluable. Hollard no longer had to rely on manual analysis and guesswork. Instead, they had access to data-driven insights that enabled them to make informed decisions about process optimization and resource allocation.

By sharing key findings with other stakeholders, they have seen good team collaboration, which helps improve efficiency. Many of Hollard's teams are tightly integrated, and there are often process handoffs between the different teams. Insights into more automation continue to help Hollard find value in KYP.ai across the organization.

Operational visibility
React quickly to potential issues and capitalize on optimization.

Manage Productivity
View and replicate optimal productivity across different work environments.

Leaner operations
Identify the impact of different approaches, with data to guide decisions.

Continuous Improvement
Identify automation opportunities and projects for significant times savings.

> *"We want to identify as many manual, basic, repetitive processes and activities as possible so that we can automate those and make sure that our staff are focusing on the value-adding activities that really contribute to our business success."*
>
> *Kyle McWilliam, Head of Group Shared Services at Hollard*

Conclusion: Significant Gains in Efficiency and Productivity

Hollard's success story is a testament to the power of embracing data-driven decision-making and process optimization. By leveraging KYP.ai, they not only achieved their initial goals of increased efficiency and productivity but also laid the foundation for future growth. Hollard continues to expand the use of KYP.ai across other parts of their business.

Their commitment to continuous improvement and dedication to providing exceptional service to their customers serves as an inspiration for businesses facing similar challenges. By embracing the power of data and technology, companies can unlock hidden efficiencies, empower their teams, and achieve remarkable results. If you are looking to transform your business operations and unlock your full potential, book a demo and see our platform in action.

A special thank you to Kyle McWilliam, Head of Group Shared Services at Hollard and Sarah Burnett, Chief Technology Evangelist at KYP.ai

Book demo

Hollard.

Born in the 80's, Hollard is a Pan-African insurer, and Mzansi's largest privately-owned insurance group. They provide life and short-term insurance and investment products to many, many different people. Holard insures individuals, small businesses and multinational corporates. We have almost 4 million policyholders.

ABOUT KYP.AI

KYP.ai helps organizations capture data that improves how work gets done. Dashboards display specific actions that improve company profitability across process interactions, people, and technology. Continuous data structuration ensures that users can understand, change, and improve productivity across the organization.

Leadership and executive teams use KYP.ai for data-driven intelligence that achieves continuous improvement outcomes. This comprehensive lens reveals optimizations that are invisible to standard data mining techniques and even provides numerical impact from hours saved, money saved, proper FTE allocation, or where Generative AI can be used.

Gen AI Detection

Discover activities within your organization with Gen AI application potential. Compare use cases by business value including: time, money, or FTE allocation. These AI-led insights help you reduce costs while increasing business outcomes.

Maximize Tech Investments

Aggregate data from devices and applications that unlock savings. Informed by employee usage patterns, Tech Pulse identifies how to maximize software licenses, storage, and hardware replacements so that you only pay for what you need.

Optimize FTE Budget

Ongoing employee productivity data identifies ideal FTE resourcing so that you can focus on doing your work instead of hiring for it. KYP.ai helps you to pinpoint which teams are overutilized and who could benefit most from additional headcount. Start optimizing your precious FTE budgets by demand and impact.

Workload distribution

Allocate resources from automated reports that SHOW workforce capacity by location, team, or task. With algorithms that calculate productive time compared to average, you can better balance the work-employee ratio so that you are never over or under staffed and consistently achieving your goals.
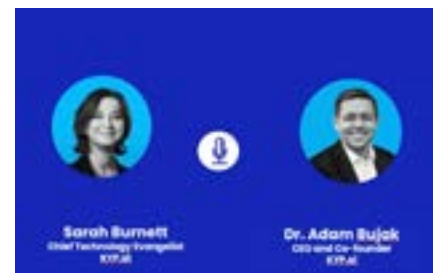
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