# CASE STUDY

**PremFina Transforms Customer Service with Aileen: Achieves 100% SLA Compliance and 4x Agent Efficiency.**

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## BACKGROUND

**PremFina,** a UK-based leader in premium finance and a globally respected player in the InsurTech Top 100, is transforming how insurance finance is delivered. The company's commitment to innovation, coupled with rapid growth, created new challenges in scaling customer service operations while maintaining exceptional service.

PremFina faced the challenge of managing high call volumes and automating customer enquiries. Rapid growth led to a bottleneck, with customer volumes increasing tenfold and placing a significant strain on resources. With average handling times of 7–10 minutes at scale, wait times increased, costs soared, and customer satisfaction declined. Agents were overwhelmed, managing repetitive queries while navigating multiple systems to retrieve data. Agent burnout and high turnover further exacerbated operational inefficiencies, driving up costs and negatively impacting service quality.

# PremFina

As the business expanded, customer enquiries surged, quickly outpacing the capacity of its contact centre. If left unaddressed, this posed a risk to compliance, scalability, and customer satisfaction.

## CHALLENGE

**As PremFina's customer base expanded rapidly, several challenges emerged:**

- **High Enquiry Volumes:** A tenfold increase in support requests via email and text overwhelmed internal teams.

- **Rising Operational Costs:** Scaling with headcount was no longer sustainable, increasing the cost per case.

- **Agent Burnout:** Repetitive, low-complexity tasks led to reduced morale and increased turnover.

- **Customer Satisfaction:** As response times grew, customer satisfaction decreased, impacting the company's reputation and the customer experience.

**PremFina needed an innovative solution to automate repetitive enquiries, scale efficiently, and maintain a high-quality customer experience, without requiring a major increase in headcount.**

# SOLUTION

Developed by Ardanis, **Aileen** is a customisable, AI-powered platform built to enhance customer support and grow with business needs. PremFina adopted Aileen to automate high-volume enquiries, improve agent efficiency, and support the demands of rapid expansion.

- **Automation of Routine Enquiries:** Aileen autonomously resolves a significant volume of low-sensitivity customer requests – reducing pressure on the support team and accelerating service delivery.

- **Intelligent Workflow Support:** Aileen offers real-time, AI-driven guidance, helping agents resolve more complex customer issues quickly.

- **Seamless Systems Integration:** Aileen works within PremFina's platforms, initiating updates and actions without disrupting core operations.

- **Future-Ready Architecture:** Built for the future, Aileen evolves as business needs change, ensuring long-term value and operational resilience.

# KEY OUTCOMES

**With the implementation of Aileen, PremFina has seen significant improvements across their operations:**

**Through the successful rollout of Aileen, PremFina has redefined its customer service model. The combination of scalable automation, seamless integration, and agent empowerment has enabled the business to maintain its high standards while meeting the demands of rapid growth.**

**100% SLA Compliance:** Aileen consistently meets service-level targets, up from 89% with manual handling.

**4x Agent Efficiency:** Aileen now manages 23% of all enquiries, the equivalent workload of four full-time support agents.

**Rapid Response & Resolution:** Average enquiry handling time dropped from **7–10** minutes to **under 60 seconds.**

**Boosted Agent Experience:** With routine tasks automated, agents focus on higher-value work, reducing burnout and improving team morale.

**Now fully embedded in day-to-day operations, Aileen is seen as a trusted and valued team member. As PremFina continues to expand, Aileen will remain a foundational part of its strategy—ensuring operational excellence, compliance, and a consistently outstanding customer experience.**