

# CASE STUDY

How we helped a specialist UK car insurance company  
**save £1.4 million** and move to a **four-day working week**

**Propel**  
AUTOMATION



**“ RPA took out 10% of our total operational cost in year one. That’s about £1.4 million.”**

Simon Harrow, COO, iGO4

# Client: iGO4



iGO4 is an award-winning, digital-first, privately owned UK insurance business. They sell non-standard motor and connected car insurance to more than 200,000 customers every year.

## What they wanted to achieve

iGO4 started its RPA programme as a cost-saving exercise.

Initially they wanted to achieve two main benefits:

- Cut their back-office function and reduce the hours people were working on repetitive, boring tasks
- Make infrequent but high-risk tasks safe

In addition, they wanted to see improvements in:

- Absenteeism
- Staff turnover

**“Almost every measure we look at in the business has improved.”**

Simon Harrow, COO, iGO4

# Key iGO4 challenges

## Huge variance in tasks:

- 147 different tasks in the back office
- 100,000 tasks a month
- Some infrequent but critical tasks that carry a high risk of human error; significant for iGO4 as they operate in a regulated financial services market.
- Staff were working shifts until 10.00 pm and at weekends, which was affecting their quality of life.

## WHAT WE DID

We trained a small team of iGO4's people to become RPA developers. iGO4 chose to train people who are non-technical but have a deep understanding of the company's business processes.

The iGO4 team identified 147 tasks they wanted to automate. We worked with them to automate the first five they thought would have meaningful benefits. These bots were up and running in just three weeks, which meant the company saw a rapid return on their investment.

## RPA lets you free people to focus on work that matters

Automating tasks means the work that's left is engaging and satisfying. More people at iGO4 are now doing work they know really matters, which means they feel more valued. This has had a significant impact on employee retention and the culture of the business as a whole.

## What changed

As a result of their initial automation programme, iGO4 has:

- Seen an immediate return on their investment
- Saved 10% of their total operational cost in year one: about £1.4 million.
- Automated 40% of their back-office function (about 250,000 tasks) within 15 months
- Reduced the number of people working in the back office from 47 to 25
- Redeployed staff from the back office to other functions where they are doing meaningful, interesting work
- Taken out repetitive, boring workload
- Removed human error from tasks that exposed the company to regulatory risk Offered talented staff new career paths
- Implemented a four-day, 34-hour working week on full pay across the company Seen an almost total reduction in sick leave, absenteeism and staff turnover Grown the business without employing more staff



## Going forward

### How bots are helping iGO4 build an expert and committed staff team

The RPA iGO4 has implemented so far has helped the company become a more attractive place to work. Because they have been able to significantly cut repetitive, mundane tasks, iGO4 now offers its team interesting, valuable work alongside a great work-life balance. This means they can attract – and crucially retain – the best talent. They are also more quickly achieving their overall, long-term objectives for growth without having to increase their back-office function.

### Protection from regulatory risk

Automating infrequent tasks that carry a high risk of human error is protecting iGO4 from regulatory risk. Although the financial saving is not significant when things go right, it would be almost immeasurable if something were to go wrong.

## RPA is popular and spreading across the business

iGO4 aims to **automate 80% of its back-office function** over the next 18 months. They are also looking at how they can use RPA in other parts of the business that now **proactively contact the automation team** to ask if RPA can solve specific problems.

Another benefit they hadn't anticipated is that **RPA can support ad hoc pieces of work**. Now, when iGO4 start a new project, RPA has a seat at the table to see if it can **help with specific functions** and **deliver projects faster or to a higher standard**.

“RPA implementation has helped the company become a more attractive place to work”

**“ We were able to go after the big volume pieces to take out workload and tackle the infrequent tasks to take out regulatory risk. ”**



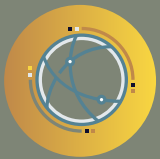
Initial return  
**IN 3 WEEKS**



Tasks automated  
**250,000**  
IN 15 MONTHS



New working week  
**34 HOURS**  
OVER 4 DAYS



Year one savings  
**£1.4 MILLION**  
10% OF TOTAL  
OPERATIONAL COST





**Thank you for reading**

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