

# A Lindenhous Case Study

## CCF Financial Services Cambridgeshire



### Challenge:

CCF, one of the UK's leading IFAs, were experiencing the classic problems faced by many financial service companies in today's market climate

### Compliance and Regulation:

Regular audits by their governing body required watertight systems to ensure maximum traceability of all client transactions. With multiple sources and formats of client information, the management and maintenance of these systems was costly and subject to human error through misfiling, duplication of data etc...

### Wasted Resources:

As a result of compliancy regulations which required them to keep client documentation in some cases up to 7 years after expiration of client policy, CCF were fast running out of filing space. Their basement was filled from floor to ceiling with filing cabinets. Filing and locating documents was a lengthy, inefficient process that often resulted in costly delays dealing with client enquiries. They were also paying dearly for the use of prime office space for storage and any regular weeding out of dead files was not a viable option. They costed offsite storage. This would have cost them £6000 per annum. The disk storage space was negligible in comparison.

### Customer Service:

Although their core customer information was being managed using 1st Software, they were aware that a large volume of the most current information relating to these clients were stored outside the system in emails, paper files and electronic files in numerous unmanaged locations. To get the "total client" view was at best a tedious and time consuming exercise tracking down all related documents and at worst a well high impossible task.

### Solution:

CCF needed a system which would reduce costs, and improve efficiency and services to their clients.

Using the INVU Document and Information Management system, for whom they are premier partners, Linden House has successfully addressed every business issue raised by their client.

### The Technology - Invu Total Document and Information Management:

Invu S200 was installed across the company. Because of its low price point, all users could benefit from the system. User training and buy in was also a simple exercise as Invu has been deliberately designed to be very simple and user friendly to ensure maximum utilisation across the workforce. All sources of information - emails, faxes, incoming and outgoing mail, electronic files and existing scanned customer files are now stored in the Invu system. CCF now also get more value from their other business database applications - not just FIRST but also their Act contact management system and their Sage 100 and Payroll Accounts systems. Using Invu's code free integration software, these other systems have been document enabled, allowing staff to retrieve and view documents through these systems with Invu running invisibly in the background.

### The Partner - Linden House:

Linden House is a specialist in document management solutions to the financial services market and it made business sense to CCF to take advantage of their proven experience and expertise in this area. As a premier partner, Linden House is able to influence the ongoing development of the Invu product. Invu developers are passionate about developing their product in line with real business need and rely on feedback from and collaboration

with key partners like Linden House. "The staff at Linden House didn't stop at initial implementation, they monitored the staff's use of the system and constantly sought their feedback for required amendments" said Phil Ashwell, Director at CCF " We recognised the advantage of working with a valued reseller of the product. They must offer great support and competitive service or clients will go to a different reseller,"

Their relationship with Linden House is now 2 years old and going from strength to strength.

### The Benefits

#### Compliance and Regulation:

With Invu's unalterable audit trail of all document related business activity, compliance has become an automatic and cost effective process. Melvina Peachey, CCF's compliance officer succinctly summed her feelings about the system, "Invu ... yes, its good".

#### Exploiting Resources:

The basement rooms which once cost the company so dearly were deared of documents which were scanned into Invu and then destroyed. The rooms were then sub let to another business turning the space from a loss making to revenue earning asset.

#### Improved Customer Service:

Before the system was in place, very few client calls could be resolved without a number of return calls, with the inevitable lengthy delays locating both the required information as well as the client themselves.

Return calls are now the exception rather than the rule as consultants can retrieve appropriate information from their desktop while still on that initial client call. Clients are therefore served faster with responses based on the most accurate and up to date information.

#### Increased Business Efficiency:

Storing and retrieving information is a far faster task these days, with much less time wasted searching through a disparate number of information sources, freeing staff to concentrate on their actual job rather on tedious administrative duties.

#### Increased Market Value:

In this era of mergers and acquisitions, John Abraham and his co Directors knows his business is now a more attractive package to a potential partner. An electronic repository of managed client data is regarded as a valuable business asset unlike the millstone that the thousands of inches of uncontrolled and inaccessible paper documents had represented.

#### Business Relocation:

The vast reduction of stuffed filing cabinets has also made the task of relocating, should it be required downline, a viable option rather than a logistical nightmare.

#### Conclusion:

So many challenges face the IFA sector these days from increased competition to stricter regulation and a volatile stock market, that companies like CCF have recognised that it is business systems like Invu, implemented by quality partners like Linden House that will ensure that they stay ahead of that competition through customer retention and improved business effectiveness.

### About Lindenhouse

Lindenhouse provides quality IT products and services to a wide range of clients. The company is focused on document management solution provision and develops bespoke software to provide integration to all insurance and financial services back-office systems and to practice management systems in both the Accountancy and Legal sectors. Lindenhouse have installed 1700 document management systems to date and are rightly proud that it retains 95% of its support contracts - a testimony to the dedication and professionalism of the company's technical staff and help desk.

For more information, please contact Mark Woolley at Lindenhouse.

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