Case Study – British Olympic Association

Description of Project

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to transform British lives through the power of the Olympic values and the success of Team GB.

The BOA’s role is to prepare the ‘Best of British’ athletes for, and lead them at, the summer, winter and youth Olympic Games. The BOA delivers extensive support services to Britain’s Olympic athletes and their National Governing Bodies to enhance Olympic success and is responsible for championing the Olympic values and brand in the UK.

Part of their remit is to provide medical support and advice to athletes, particularly to help them rehabilitate following an injury, and thus ensuring that they are able to compete at their very best. This is achieved via funding that is provided by the government. Twelve staff were struggling to manage their customers’ needs and they wanted a more efficient way to manage their internal workflow and enable more effective customer engagement. BOA’s project requirement list:

• Track claims against injuries, ranging from in-patient stays in private hospitals to physiotherapy provision
• Allow them to track and manage the invoices being received for services from up to 70 different hospitals
• Manage all correspondence, including generating letters from templates, but allowing staff to add further information as required, and storing the data for tracking purposes
• Enable them to clearly understand and authorise payments, and easily inform the chosen hospital to go ahead with the treatment.
• Help them easily manage ongoing, protracted treatments that are required for chronic conditions
• Improve the levels of customer service and customer relationship management
• Provide easy-to-use financial reporting tools, including budgets, and a full audit trail
• Provide scalability, as the new process needed to be able to sustain growth up to and beyond 2000 athletes, as Governing Bodies begin to use the process
• Provide a method to easily maintain reference data, including: estimated cost of claims, operation and diagnosis codes, orchid codes, and doctor’s details
• Be used over the Internet and provide easy electronic data interchange to other partner organisations
Key Success Factors of this Project

The system was delivered quickly and they felt that it met their needs perfectly:

- The organisation’s productivity level has been greatly increased - 7,524 athletes with multiple claims have been handled with a minimum of effort
- The system is considered fast and extremely reliable
- Up-to-the-minute information is now easily accessed by all users of the system
- The level of efficiency has drastically improved, allowing a reduction of administration staff
- The system is very flexible and has been readily enhanced when required, without any impact to their day-to-day operations.

Impact on Internal Workflow and Process

- Able to work in a very structured way through all workload, and can easily see what stage each claim is at, and who is working on it, and which ones are now overdue or require escalation
- Customer enquiries can be responded to instantly
- All information is now available centrally to all stakeholders, with an enhanced range of reporting facilities
- The process-based architecture of the system has allowed the organisation to easily adapt to changing regulatory requirements
- The end-to-end process as deployed is clearly mapped and understood, yet remains adaptable.

Impact on customer engagement

- A better relationship now exists between BOA and their customers, as they are better able to understand their needs and expectations
- Customers feedback consistently shows that they feel their queries are always dealt with quickly and effectively
- More time can now be spent dealing with the customer not dealing with the system, and so customer service has been increased.