



# case study

## Bourne Leisure reduces impact of claims with PRIME Claims Management Module

Bourne Leisure is one of Britain's leading leisure companies, with an annual turnover of £750 million, providing holidays for over 4 million guests each year and holiday home ownership for 22,500 families across 64 resorts in Europe and the USA.

As in any responsible business, Bourne Leisure remains focused on the safety of its customers. With the rise of no-win no-fee claims companies, the claims team saw an increase in workload and recognised that they needed a fast, accurate way of handling the claims. The existing system proved cumbersome and not up to the job. It failed to integrate with other systems, such as insurance, and produced limited value management information. Given the potential costs of claims in terms of settlements and compensation, the time taken to investigate each claim and the threat to the company's reputation, it became vital to install a system that would address Bourne Leisure's needs easily, effectively and give the company confidence in its capability.

Bourne Leisure recognised the problems they were facing. Head of Serious Complaints team Jan Axten says, "Dealing with guest services we have to pay particular attention to health & safety issues, including accidents and incidents with the knock-on effect of liability claims. **PRIME had real insight into what we needed and how to address it.**"

Details about an incident are recorded directly at the park. The information makes a permanent record, which can include photographs of the incident's location and its condition at the time. From her position at head office Jan can check accurate and timely details whenever a claim is received.

Jan explains, "**Because it's very easy to put information into PRIME**, there's no barrier preventing people on the parks from recording incidents. So I can trust the information. However, the people working on the parks are extremely busy. If a claim comes in I don't want to have to phone someone to see if an incident was reported. I want immediate access to the details. **PRIME gives me that access and confidence that the information is accurate.**"

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Head of Serious Complaints team Jan Axten



Legislation allows claims to be made up to three years after an incident, or potentially 21 years if the claim involves a child. So an accurate, permanent record, possibly with photographic evidence of the state of the location, is important. Documents necessary for legal purposes can also be scanned and stored with the record, including all correspondence and notes, greatly reducing the paper trail, and can be emailed to lawyers if time becomes an issue.

The comprehensive Claims Management module comprises part of the total PRIME system and integrates with the other modules: Monitoring, Policies & Procedures, Customer Feedback as well as Accidents & Incidents. PRIME Claims Management enables companies like Bourne Leisure to meet the demands of claims legislation, such as responding to an initial claim within 21 days and having 90 days in which to investigate the claim. As Jan says, **"We have an immediate head-start because I don't have to hunt for this information.** I can simply access the system, searching by date or location or even the name of the claimant. This has helped us identify potential fraud if the individual has made previous ,unsubstantiated claims."

**PRIME has helped make the work of the team far easier to handle,** enabling them to focus on doing their job more effectively rather than spending time on manual administration and answering questions from management. The company's management team is able to see at a glance what is happening at the parks, without disrupting the day-to-day operations.

Management reporting forms a valuable part of the system for Jan. **"Analysing the information in PRIME has helped us highlight potential hazards and fix them, heading off future claims. It also provides historical data identifying trends, so we can plan the business better and make strategic business decisions based on facts."**

Bourne Leisure has also employed the data held within PRIME to make efficiencies on a claim-by-claim basis. Auditing each claim enables Jan to make changes to claims handling and demonstrate savings in solicitors' fees, for example, by operating more efficiently. Using the PRIME claims management module to monitor the claimants legal fees has **directly saved 24% of the requested fees.** Jan says "For every claim we receive, we have to make a statement. Now we know that statement is accurate. **PRIME gives us that confidence and control."**



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