

## Huntswood overview and capabilities

### Blending people, process, and technology

Huntswood, a ResultsCX company is a global leader in Customer Experience Management (CXM), helping global organisations deliver better outcomes for their customers for over three decades. As part of ResultsCX, Huntswood combines deep expertise in regulated industries with global scale and digital-first capabilities. Together, we design, build, and run personalised omnichannel experiences that make life easier for millions of citizens worldwide, blending skilled people, industry specific processes, and advanced technologies to deliver value for money, efficiency, innovation, and compliance.

For 30 years, Huntswood has been a trusted partner in front-office operations, back-office administration, and advisory services for leading global organisations. As a Government Commercial Agency approved supplier, our differentiator lies in delivering speed and safety through domain experts with deep regulatory, compliance, and operational experience, while ensuring value for money, efficiency, cost control, and innovation for citizens and public sector organisations.

Being part of ResultsCX's global network strengthens our ability to deliver outstanding customer journeys at scale. With 26,000+ colleagues across 30+ hubs in the UK, US, India, Philippines, Mexico, Honduras, Bulgaria, Ireland, and South Africa, we support organisations providing financial services, insurance, telco and media, healthcare, retail, and fast growth technology services to citizens in the UK, Europe and the USA. Our solutions drive impact across three areas: resolution-focused CX, digital CX, and analytics and consulting.

We are led by our CEO Gautam Thakkar and a global executive team across Operations, Revenue, Marketing, HR, Solutions, Corporate Development and Legal. Guided by "The Huntswood Way" our six core values and purpose driven culture, we are also a Great Place to Work® certified organisation in the UK and many other countries.

## Specialisms and capabilities

### Leading customer experience for global organisations

Huntswood brings deep expertise across regulated and complex industries, particularly in banking, financial services, insurance (BFSI) and utilities, strengthened by our global scale and omnichannel delivery, including direct experience working with the FCA, FOS and other industry regulators.

Our core capabilities include customer service and contact centre operations, back office administration, claims management, complaints, remediation and redress management, fraud and financial crime operations, risk and compliance servicing, advisory services (conduct, operational and regulatory risk reviews), transformation services (omnichannel CX, Automation, Process Excellence, AI operations, bots, agent assist), and analytics (speech, text and operational analytics).

Together, these specialisms enable us to deliver scalable, compliant, and outcome-driven solutions that accelerate growth, optimise cost, and enhance customer experience across diverse sectors.

## Our people are at the centre of our success



### Siddharth Parashar - MD UK and Europe

24+ years in Business Process Management; leads our UK and Europe business, driving client growth and strategic expansion across FTSE 100, Fortune 500 and mid-market firms.



### Arul Nathaniel - Public Sector Engagement Lead

20+ years in outsourcing; built strategic partnerships with leading global organisations.



### Kerry Sharkey - Head of UK Operations

25+ years in financial services; proven leader of 3,000+ colleagues across multi-site operations, delivering cultural change and leading customer outcomes.



### Ganesh Iyer - Transformation Lead

30 years in IT/BPO; drives global digital transformation, product innovation, and client experience strategies.



### Laura Hourican - SVP HR UK and EMEA

17+ years in HR leadership; FCIPD professional recognised with Great Place to Work and Investor in People accreditations across multiple geographies.



### Archana Kewlani - Senior Director, Project Management

25+ years in the outsourcing industry; MBA qualified project leader experienced in Agile, Lean Six Sigma, and complex global transitions.



### Adam Fradley - IT Director

20+ years in regulated industries; specialist in digital transformation, cybersecurity, compliance, and resilient IT operations.



### James Tattersall - Advisory Engagement Lead

30+ years' financial services experience in customer service, remediation, and governance, ensuring efficient, regulatory compliant outcomes.



### Richard Cooper - Technical Advisor

25+ years' industry experience, including roles at the FCA and FOS, in complaints, compliance, and remediation to deliver good customer outcomes.

# Key customers supported

## Real examples of service transformation

**We bring deep experience across a range of sectors, including financial services, insurance, and healthcare, many of which operate within regulatory frameworks and service requirements closely aligned with Public Sector standards.**

Our portfolio spans FTSE 100, Fortune 500, and blue-chip organisations across banking, insurance, utilities, healthcare, telecommunications, high tech, and retail including leading UK banks, global insurers, major energy providers, prominent telco and technology organisations and US Medicare and Medicaid organisations. Our experience of supporting UK customers with their diverse needs across these industries provides us a comprehensive 360 view of UK customers/ citizens and their needs. We use that view to design and deliver 'Best-in-class, by design' solutions for UK citizens.

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### Case study #1: Leading UK insurer CX transformation

A UK based digital motor and home insurer sought to overhaul its siloed servicing model and shift from telephony centric support to a digital first, live chat approach. We partnered on a multiyear transformation, transitioning operations to one of our Centres of Excellence and building a multiskilled frontline workforce capable of handling servicing, billing, renewals, and claims across channels. A structured six step programme covering skills assessment, competency mapping, blended training, cross functional rotation, and knowledge enabled agents to deliver seamless, end to end support.

The pilot launched 350 FTEs and scaled across nine functions, supporting 2.2m customer migrations to a new £200m platform. Results included 19% faster resolutions, 67% CSAT, <3% attrition, and 26 internal promotions. Operational efficiency improved through reduced handoffs and near zero transfers, while workforce agility allowed dynamic redeployment during peak periods, delivering quantifiable cost control and value for money. The transformation delivered measurable cost savings, enhanced customer ease, and boosted agent engagement.

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### Case study #2: Scaling a 1,000+ FTE contact centre for a UK energy supplier

For over five years, we have partnered with a leading UK energy supplier, acting as a seamless extension of their operations built on transparency, trust, and cultural alignment. Starting with 30 colleagues, we scaled 1,000 FTEs, including a rapid ramp from 200 to 850 advisors in just four months.

Our initiatives drove measurable improvements: Trustpilot scores rose from 3.8 to 4.5 through enhanced training and automation, reducing wait times and cutting AHT by 25%. Process optimisation around emergency engineer appointments delivered £5.6m in savings year to date. Frontline upskilling reduced handoffs by 40%, halved escalations, and cut repeat complaints by 75%.

Despite serving predominantly vulnerable customers, our empathetic approach achieved 80% CSAT, exceeding expectations. With an average tenure of over two years and strong internal progression, this partnership demonstrates our ability to scale rapidly, deliver efficiency, and enhance customer experience at enterprise level.

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### Case study #3: Establishing a complaints and contact centre for a UK specialist warranty provider

We deliver high-quality complaints handling and contact centre services for the UK's specialist warranty provider across kitchen appliances, boilers and consumer electronics.

After proving value in other areas, the client partnered with us to establish a complaints and contact centre, delivering customer outcomes, operational resilience and a competitive cost base. UK regulatory experts collaborated on operational design to ensure processes, policies and tools met compliance and business objectives.

Over five years we have deployed c.470 FTEs, leveraging recruitment strength to onboard an initial 30 skilled colleagues within six weeks and accelerate speed to competence beyond the client's BAU team. Agents resolve an average of four cases per day, supporting a price-per-case commercial model.

Quality consistently exceeds expectations at 96.5%, FOS escalations are only 1.2% and CSAT averages 4.1 against a 4.0 SLA.

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### Case study #4: Letter writing automation for motor finance complaints

A leading UK motor finance company sought to transform its Core and Service Quality complaints processes, which were hindered by repetitive issues, fragmented knowledge, and manual letter drafting averaging 45 minutes. Our diagnostic study identified bottlenecks including slow triage, inconsistent outputs, and reliance on individual expertise.

Following a Continuous Innovation Board review, we implemented Letter Writing Automation. Key features included AI triage to categorise complaints, rules driven automation applying 50+ compliance checks, dynamic letter assembly from a modular library, and a human in the loop review process.

The solution delivered significant benefits: complaint resolution times improved by over 80%, customer satisfaction rose, and audit ready outputs ensured compliance. Employee experience was enhanced through reduced manual effort and faster onboarding, while operational efficiency drove cost optimisation. By standardising processes and embedding automation, the client achieved scalable, consistent, and customer centric complaint handling.

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# Human and technology capabilities

## Delivering measurable value with insight led design

We bring together a 65-member Business Transformation Office (BTO) dedicated to driving innovation and continuous improvement for public and private sector organisations. This team combines deep expertise in process excellence (human centred design, Lean Six Sigma), advanced analytics (performance, CX, speech, and GenAI enabled QA), and digital technologies (AI powered chatbots, advisor assist, workflow automation, and hyper automation).

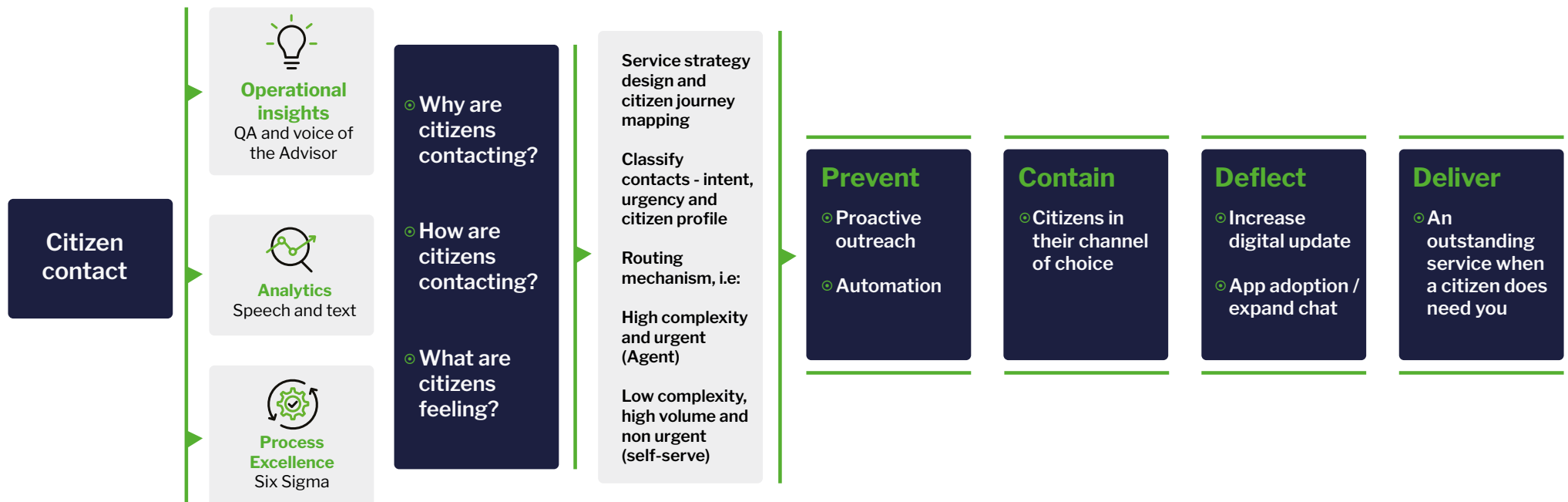
Our approach is supported by a Continuous Innovation Board (CIB), which ensures timely interventions, prioritisation of opportunities, and transparent client engagement.

We combine operational insights, analytics and process excellence to understand how citizens contact you, why they do, and how they feel. Together we'll design a service strategy to Prevent unnecessary contacts, Contain enquiries in citizens' preferred channels, Deflect demand to self service, and Deliver personalised live support when needed. Outcome: fewer avoidable contacts, faster resolution in the right channels, and higher citizen satisfaction.

To ensure structured delivery, we follow a proven transformation lifecycle that begins with insights and discovery to assess current processes and identify improvement areas. We then move to ideation and prioritisation, co-developing a roadmap with aligned risks and dependencies.

Solutions and business cases are built with clear ROI (return on investment), followed by phased testing and rollout to minimise disruption. Finally, benefit tracking is conducted to monitor outcomes and embed continuous improvement.

This integrated human and technology capability enables us to deliver seamless citizen and employee experiences, reduce cost to serve and embed a culture of ongoing learning and innovation. By combining scale, expertise, and emerging technologies such as Generative AI, we ensure measurable business value and a sustainable digital first transformation journey.



## Added value services and social value capabilities

### Creating inclusive workplaces, supporting wellbeing and driving responsible transformation

Our organisation delivers significant added value through a combination of workforce wellbeing, diversity and inclusion, innovation, and sustainability initiatives. As a Real UK Living Wage employer, we benchmark salaries internally and externally to ensure fairness, publishing annual Gender Pay Gap Reports and embedding diversity metrics into future reporting. With over 70% of our workforce female and strong representation across leadership roles, we actively promote equality through unbiased recruitment, gender neutral job descriptions, and partnerships with organisations supporting disability employment and bridge to work programmes. Mandatory diversity training, employee resource groups, and engagement events such as Black History Month and International Women's Day reinforce our inclusive culture, while over 89% of employees report feeling treated with dignity and respect.

We provide comprehensive wellbeing support aligned to ESG commitments, including access to Mental Health First Aiders, flexible working, health cash plans, discounted gyms, and daily mood check ins that trigger immediate manager support. Tailored accommodations such as voice recognition software for dyslexia and ergonomic workspace assessments ensure accessibility. Career development is fostered through mentoring, coaching, eLearning, and study support, with award winning programmes recognised nationally. Beyond the workplace, we encourage volunteering and fundraising, partnering with charities such as Glasgow Children's Hospital, Race for Life, and local food banks, while donating equipment to schools.

Our added value extends to operational excellence through continuous investment in AI driven technology, automation, and process re-engineering. Deploying predictive analytics, intelligent routing, NLP chatbots, and robotic process automation enhances citizen experience and efficiency. Innovation panels, workshops, and pilot programmes ensure early adoption of emerging technologies, while Lean Six Sigma and Design Thinking methodologies drive measurable improvements, ensuring continuous innovation and efficiency gains that translate into value for money for citizens and public sector organisations.

Sustainability is embedded across our operations. We operate energy efficient facilities powered by 100% renewable electricity, utilise LED lighting and PIR sensors, and promote paperless workflows through secure eSignature platforms. Over half of our frontline agents work remotely, with proven experience in setting up secure, compliant work from home models for colleagues, many of whom are based in small towns across the UK, reducing commuting emissions, while circular asset management ensures equipment is repurposed or donated globally. We report ESG metrics via Eco Vadis and CDP, maintain ISO 27001 certification and GDPR compliance, and are committed to achieving net zero emissions across UK operations by 2030, with longer term pledges to reach net zero globally by 2050. These initiatives align directly with UK Government Social Value Model themes.

Through this integrated approach combining inclusivity, wellbeing, innovation, and sustainability we deliver measurable social value and operational resilience. Our track record demonstrates that we are not only a responsible employer but also a strategic partner capable of aligning with client transformation goals while contributing positively to communities and the environment.

Government  
Commercial  
Agency  
Supplier

## Key delivery partners

### Combining specialist platforms across automation, AI and CX

We collaborate with a trusted ecosystem of handpicked, best-in-class partners to strengthen automation, AI, customer experience, and cloud capabilities:

- Automation and process excellence: UiPath, Autonom8, Ushur, PAL
- Artificial intelligence and conversational AI: Zenarate, Sanas, Uniphore, Lyzr, Krisp
- Customer experience platforms and analytics: NiceCXOne, Zendesk, Verint, CallMiner
- Cloud infrastructure and hosting: AWS, Avaya

All partnerships are managed in strict compliance with GDPR, ensuring data protection, privacy, and ethical governance. This collaborative ecosystem enhances delivery, supports continuous innovation, and ensures clients benefit from best in class technologies and practices.

