



## Customer Story

Why PartsArena data is important to CET's field service tech stack

**“The reason we started winning in this industry is we saw it as a tech problem. And to build technology that delivers the best claims journey, you must partner with subject matter experts. For boiler parts, that’s Infomill.”**

According to Jonathan Brewer, IT Director at CET UK, the organisation is on a mission to lead claims management provision for UK insurance companies. Its weapon of choice? A technology stack like no other.

With a first visit fix rate running above 85%, CET could be onto something. Jonathan explained what that technology looks like for CET and how API access to Infomill’s PartsArena data is a key part of their successful jigsaw.

### Dealing with 165,000 claims annually

Whilst CET manages three types of insurance claim, home emergency protection provides the bulk of its work. Leading insurers trust CET to process claims on their buildings and contents insurance - from first call to resolution.

In fact, CET handles 165,000 claims annually, helping one in eight properties across the UK.

“From the moment a customer speaks to our contact centre, we take responsibility for the claim. Ultimately,

we need to get someone out to fix the problem as quickly as we can. The vast majority of claims concern heating systems and the most common problem is a part failure. The better information we have, the better job our 2,500 engineers can do,” said Jonathan.

### Customers need a fast fix

Historically, and for many claims service providers, the customer journey was cumbersome for CET. On accepting the claim, an engineer would turn up at the property in a reasonable timeframe and identify the fault.

Invariably, the necessary part wouldn’t be on their van, so they’d order it for collection and arrange a return visit, leaving the customer with a temporary heater in the meantime.

Whilst a reasonable response for many, CET is demonstrating how technology helps them operate at a higher service level.

“It’s much better if our engineer turns up with the part on their van because they anticipated the boiler model and likely fault. Focusing on the best technology, this is quite possible. Then, they’re much more likely to leave the customer with a working boiler on the first visit,” explained Jonathan.

### Unpacking CET’s technology

Building a bespoke system in-house rather than buy



[www.PartsArena.com](http://www.PartsArena.com)



something off the shelf was a deliberate decision for CET.

Jonathan explained why: “If you want to be disruptive in your chosen industry, you have to build your own tech. That way, you’re in charge of your own roadmap.

Whilst bolting stuff together will do an ok job, you’ll only make an impact if you build functionality specific to your operations.

And it’s possible for every business to do this. Just choose good partners and have strong tech leadership. You’ll always find the right expertise if you look for it.”

CET created its own platform called SIMPLIFi. A cloud-based end-to-end job management system, SIMPLIFi connects everyone in the claims management process.

To work from the best possible boiler parts data, SIMPLIFi integrates with Infomill’s PartsArena API.

PartsArena’s vast database holds over 16,500 appliances and 155,000 parts direct from the manufacturers. It’s used by over 30,000 heating engineers across the UK.

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- Jonathan Brewer, IT Director, CET UK

From keying in the GC number, the engineer sees an exploded diagram plus a full list of parts for that boiler model. Given the fast response of the API and the quality of documentation it’s really helped our performance over the last 12 months,” said Jonathan.

## Having the right part for a first visit fix

Whilst CET is equipping almost 3,000 engineers with Infomill’s boiler parts data to find the right part faster, it’s also doing something rather ingenious.

“Feeding our SIMPLIFi platform daily, we record every boiler make and model from every postcode we visit – from Inverness to Cornwall. Many property companies and housing associations favour certain boilers, so this helps us build a regional picture by postcode.



Using this data, we can equip our vans with the right parts for the most common boilers in each area. The results are clear from our high first visit fix rate. It's the secret sauce SIMPLIFi works from, and why we're more likely to turn up with the right part in the van.

Ultimately, we want to prevent our engineers having to order the part in the first place. By creating a good data set, they're more likely to have the part before they get there. And if they do need to order the part, they can find it quickly using the PartsArena data, order via our app, and pick it up from the local depot," explained Jonathan.

## First choice for insurance clients

CET's performance speaks for itself. With the first visit fix rate currently running above 85%, a high Trustpilot score confirms the increased customer satisfaction (currently 4.4 out of 5).

Meanwhile, CET's call to claim ratio has fallen markedly. Yet, Jonathan believes with additional investment in technology, they could achieve less than one call per claim.

He explained why all this matters to CET's success: "Our relentless focus is always on the customer journey. Whenever we can make an improvement to it, further benefits flow from there. By providing a more consistent

customer journey we've got a better chance of being the first-choice service provider for lots of our insurance clients.

Historically, insurers have bought claims management services on price. But customers want a better journey now. Public feedback ratings, such as Trustpilot, reinforce the importance of investing in great service."

## More tech to come

Currently, CET's engineers must go into the Wolseley system to establish the part price before calling in to verifying its cost against the insurance policy. This takes time. So, it's set to change very soon, as Jonathan explained.

"The next customer journey improvement is to check the insurance policy automatically once we get the price of the part. This will provide a decision to go ahead in real time and ultimately deliver an even faster fix."

CET also plans to use its technology expertise to handle boiler servicing as well as breakdowns.

"Now we've built an effective platform that's a contact centre solution, a claims management solution, and a workforce management solution, why not use it for other types of work such as boiler servicing? This is going to be a significant growth area for us in the coming months," said Jonathan.

## At the forefront of insurance service provision

It's clear CET is totally focused on its technology-first approach to growth. And rightly so. The results speak for themselves, as Jonathan summed up.

"When handling large volumes of heating field service work better technology is always going to be the answer. By driving CET forward in this way, we lead by example. Yet, we can only do this by working with the best partners. And when it comes to boiler parts data, you cannot beat PartsArena."

