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Helen Boyian  
Product Operations Director  
HomeServe USA

HomeServe's growth had outpaced its technology, stretching its processes to the limit. To sustain growth, it used RunMyProcess to increase speed and scalability.

#### At a glance

Country: USA  
Industry: Consumer Services  
Founded: 2003  
Employees: Over 800  
Website: [www.homeserveusa.com](http://www.homeserveusa.com)

#### Challenge

HomeServe's IT infrastructure was lagging behind its rapid business growth, leaving its business processes reliant on inefficient and time consuming manual intervention. To facilitate continued growth, it wanted to digitize key processes to achieve greater scalability, efficiency and control.

#### Solution

The company used RunMyProcess to create a new application that digitized and connected the end-to-end product introduction process. This consisted of an overarching process flow supported by a further seven major functional processes spanning 21 cross-functional teams.

#### Benefit

- Faster time to market through digitization of product introduction processes
- More scalable operations through automation, control and parallel working
- Greater control and lower regulatory risks when launching compliant products and services
- Real-time visibility of product status and organizational readiness to launch



## Customer

HomeServe USA's mission is to free its customers from the worry and inconvenience of home emergency repairs. Since 2003, it has been providing affordable home emergency service plans that offer protection from the high cost of repair bills and provide help for emergency repairs, all with just one phone call. The company serves over two million homeowners in the US and Canada and dedicates itself to being a customer-focused company providing best-in-class emergency repair plans to consumers, both directly and via leading municipal utility partners.

## Products and services

■ FUJITSU RunMyProcess

## Challenge

HomeServe prides itself on its entrepreneurial zeal. It has seen 20 percent year on year growth over a five-year period, but this rapid growth presented challenges. Technology investment lagged behind business expansion and many key processes relied on manual intervention. This created a barrier to scale, causing increasing inefficiency and ultimately threatening its ability to sustain its impressive growth.

"We wanted to use digital technology to create a more accurate, efficient and scalable business that could sustainably absorb market growth – without losing speed and entrepreneurial spirit," explains Helen Boyian, Product Operations Director, HomeServe USA. "It was important to start with a concrete external outcome that made a real difference to the scalability and security of the business while at the same time allowing the business to focus on its primary goal of delivering high quality consumer services."

Launching new or customized products to enter new markets or support partner requests is a key enabler to growth within the HomeServe business, with delays forming a hurdle to innovation. But HomeServe also operates in a complex regulatory environment, where different states apply different regulations depending on whether their services are viewed as warranty services or insurance products. Compliance failures can result in more than customer dissatisfaction; failure to comply with published terms and conditions can result in significant regulatory risk.

"Ensuring the timely and accurate introduction of new, updated or customized products – including proper state filing and organizational readiness to deliver the right T&Cs – is a critical strategic need," adds Boyian. "Existing manual processes were becoming stretched to the limit, with a lack of cross functional visibility and control putting the business at risk and delaying growth."

## Solution

To begin its digital transformation journey, HomeServe looked for a rapid digital business platform which could span and connect all of the existing functional silos and systems, enabling people to work together more effectively. "Delivering such a complex program required an environment in which we could rapidly build, test and evolve processes, roles and connections – helping us iterate rapidly to learn what made value flow best from end-to-end," continues Boyian.

HomeServe selected the RunMyProcess platform and began working with Fujitsu to create a new digital application to support the critical product introduction process.

HomeServe started by mapping its end-to-end processes and worked with Fujitsu to digitally transform, automate and connect them. This was a complex cultural transformation which required change across people, processes and technology – effectively realigning processes to optimize the delivery of outcomes.

"Digitizing your business changes it," says Boyian. "You need to deliver quickly to improve your understanding and unearth new requirements. We were looking to minimize risks, and optimize efficiency, and so each iteration provided an opportunity to look again from a new perspective. Incorporating learnings quickly was much more important than getting it right the first time."

Together HomeServe and Fujitsu used the RunMyProcess platform to digitize the product introduction process from end to end. The resulting application consisted of an overarching process flow, seven major sub-processes and 21 cross-functional teams – all connected by RunMyProcess to deliver a better outcome.

## Benefit

The digitization and automation provided by RunMyProcess have eliminated almost all of the risk for errors, ensuring that appropriate business rules have been met before next steps are taken. This has significantly reduced the company's overall risk exposure.

Individual sub-processes now run in parallel underneath the coordination of the main product introduction flow – helping to accelerate time to market by parallelizing work without losing the collaboration and control necessary to achieve accurate results.

"We have achieved a real-time view of the status of every product via comprehensive reports, improving visibility and removing the need for complex manual collaboration and consistency checks between teams and process stages," says Boyian. "This has helped to change the culture of the organization, taking care of details and enabling people to manage by exception. People and systems are connected, information is available in real-time and everyone knows exactly where their input is required, leaving them free to focus on more valuable activities rather than update manual spreadsheets and send information via email."

By effectively digitizing this critical process, HomeServe has been able to increase the speed, accuracy and scalability of its product introductions – unblocking a major barrier to accelerated growth while simultaneously reducing the risk of errors that have the potential to inadvertently violate operating licenses in different states.

## FUJITSU

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## IN COLLABORATION WITH

**RunMyProcess.**

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