

AWD develops in-house benefits communication tool with Staffcare

AWD AWD De Vere, one of the UK's leading financial services companies wanted to develop an in-house benefits communication tool to take to the market with maximum flexibility and affordability for all client scenarios.



Becoming a licensee of Staffcare technology in 2005 has provided them with a total flexible solution, where they have all of the control to build and manage client installations without the high costs and risks of building and maintaining their own technology.

AWD carried out an extensive market review and invited six providers to attend a beauty parade. They had a comprehensive list of criteria to measure the providers against and Staffcare came out on top following a very rigorous selection process.

AWD had a number of reasons for choosing Staffcare including its previous track record in developing market leading financial services software, experience in developing consumer facing e-commerce applications and strong commercial background.

The fact that AWD could replicate the system they had originally developed in-house, in terms of look and feel, so it appeared that little had changed to their clients, was a key factor in their decision. Other key factors included the ability for AWD to have complete control over the system they delivered to their clients.

AWD are delighted with the amount of innovative enhancements to the system coming through and have been able to capitalise on the functionality to build their own additional modules using Staffcare's unique development toolkit. This has enabled AWD to develop a Career Progression module which is unique in the market and give them an opportunity to differentiate the service they provide to their clients.

A communication programme to AWD consultants has taken place including roadshows, a range of sales and marketing material and a personalised demo of the software.

AWD has received very good feedback from their sales team and this is due to the front end of the system being "very clean and easy to use" and that it is "very personal to AWD".

As a testament to their belief in the new software, AWD use Staffcare internally as their flexible benefits communication and administration system.

To find out how Staffcare can help with you with a total flexible benefits solution visit www.staffcare.net