



Conn's Looks to Gain New Insight

By using EthicsPoint[®] critical information now flows seamlessly to the appropriate department and then on to management for resolution.



Solution



Highlights



INDUSTRY
Retail



NUMBER OF EMPLOYEES
4,000+



BEFORE
Company needed a way to better understand, mitigate and respond to risk in real time.



AFTER
EthicsPoint[®] provides efficient system for tracking and managing investigations.

An organization's hotline reporting system serves many purposes, such as providing:

- » A confidential place for employees to clarify policy and discuss or report concerns
- » A communications channel beyond the rumor mill
- » A way to direct employee questions to the appropriate resource
- » An opportunity to provide guidance before a poor decision is made
- » An early warning of issues or problem areas brewing in the organization
- » A last internal stop for whistleblowers before they take an issue outside the organization to a regulator or attorney

[Download the Definitive Guide to Incident Management to Learn More](#)

Challenge: Disparate Hotlines Reveal Need for Systematic Approach to Case Management

At the end of 2010, Conn's Vice President of Enterprise Risk Management Byron Smith began searching for a world-class provider to help address hotline and communication opportunities with its associates.

Conn's sought a solution to replace three different hotlines across the company and corral hotline information into a single repository for analysis to provide its more than 4,000 associates additional methods to report on issues and events within the organization. The company's previous system didn't combine all the information; it simply handled each report on an individual basis without an overall systematic approach.

Additionally, the team wanted to ensure that they could effectively capture a few key pieces of information with regularity:

- » Conn's desired its associates to report issues to management by either telephone, through online report forms or via an open door policy with management
- » The company wanted an effective system to help move them from a more antiquated process (i.e. printing, faxing and scanning forms) to one that will allow it to capture all relevant information in a single location and make it available for historical reviews as well as real-time analytics

Other major goals included:

- » Allowing Conn's to save on costs by streamlining reporting processes and eliminating paper/fax/e-mail reporting procedures
- » Increasing cross-departmental communication during investigations
- » Building trust between associates and management to help facilitate a stronger corporate culture
- » Protecting the integrity of the brand

Solution: EthicsPoint® Delivers Case Management that Works Across Departments

Conn's decided to implement EthicsPoint's case management solution to create a cross-departmental database for tracking issues and investigations to improve efficiency. All hotline processes were streamlined and multiple custom web report forms automated manual processes for capturing information on specific incidents across the organization.

Whistleblower Hotline Intake

Trusted by thousands of clients around the world, our hotlines help employees, customers, suppliers and other stakeholders quickly and easily report potential ethics and compliance issues. Our hotlines also provide you with the E&C data you need to inform your program, helping you spot trends and take corrective action before minor issues become major.

Incident Management: EthicsPoint®

Capture and investigate E&C reports from across your organization in a centralized database. Our EthicsPoint Incident Management solution gathers data from all of your reporting channels—including your ethics hotline, web intake, and reports forms for open door conversations—to create a systematic approach to documenting case assignments and streamlining workflow.

Awareness Solutions

Raise awareness of key E&C program components, including your hotline and key training messages, with NAVEX Global's proven awareness materials.

The new case management system provided the dissection of all data collected within a central repository and enabled Conn's to quickly spot trends, analyze financial performance and uncover key organizational vulnerabilities.

Results: Increased Efficiency and Communication Provides Consistency and Improved Data Analysis

In addition to the benefits already mentioned, this increased visibility into the data collected allowed Conn's management to:

- » Increase communication cross-departmentally by breaking down siloed information and promoting a team-based approach to investigations
- » Ensure process consistency via a configurable workflow automation and alerts
- » Allow better access to and analysis of robust reporting tools that provide insight and transparency into organizational risk
- » Make stronger business conclusions given increased visibility into trends across organization

By using EthicsPoint, critical information now flows seamlessly to the appropriate department – i.e. retail operations or service and distribution teams – and then on to management for resolution. The tailored case management solution eliminated Conn's previous paper/fax/scan-based processes and enabled a consistent approach to the reporting, tracking and documenting of risks and issues within the organization.

About Conn's

Conn's is a specialty retailer currently operating 75 retail locations in Texas, Louisiana and Oklahoma. The company sells home appliances, including refrigerators, freezers, washers, dryers, dishwashers and ranges and a variety of consumer electronics. Conn's also sells lawn and garden products, furniture and mattresses and continues to introduce additional product categories for the home to help respond to its customers' product needs and to increase same store sales. Unlike many of its competitors, the company provides flexible in-house credit options for its customers. In the last three years, the company financed, on average, approximately 60 percent of its retail sales.

ABOUT NAVEX GLOBAL

NAVEX Global's comprehensive suite of ethics and compliance software, content and services helps organizations protect their people, reputation and bottom line. Trusted by 95 of the FORTUNE 100 and more than 12,500 clients, our solutions are informed by the largest ethics and compliance community in the world.