

Case Study

# Driving Scalable Growth Through Operational Excellence: How Veygo Empowered Its People and Transformed Its Operations





## Executive Summary

As Veygo entered a critical growth phase, it needed to scale its operations without losing its customer focus or startup culture. To achieve this, the business partnered with Reinvigoration to embed Operational Excellence in a way that empowered its people and supported sustainable growth.

Together, they implemented a tailored solution including a business-wide OpEx framework, Lean Six Sigma training, and the OpX platform to manage and scale improvement initiatives. The result was a cultural shift—frontline teams now lead change, improvements are tracked in real time, and operations are built to scale.

The transformation has delivered clear ROI, increased engagement, and a strong foundation for continued growth—making Continuous Improvement a core part of how Veygo operates.



## Client Overview

Veygo is a forward-thinking car insurance provider dedicated to supporting young and learner drivers. Operating in a highly competitive and fast-moving market, Veygo combines digital-first solutions with a strong customer service ethos. As a business in the startup-to-scaleup phase, Veygo's challenge was not only to grow quickly but to grow *smart*—building the foundations for a scalable, sustainable operation that could adapt to future needs while delivering consistently excellent service.

## The Challenge

As Veygo entered a critical growth stage, the leadership team identified the need to develop an operational model that could scale with the business—*without compromising service quality or culture*.

Specifically, they needed to:

- Build a **frontline operation** capable of meeting increasing customer expectations.
- Create a **culture of Continuous Improvement** that empowered colleagues at all levels.
- Establish a **repeatable and transparent approach** to managing and tracking improvement projects.
- **Create capacity** within the operation to absorb business growth
- Find a partner that could embed capability *in the business*, rather than deliver one-off consultancy solutions.

Operational Excellence was recognised as a crucial enabler—but they needed expert support to bring it to life in a way that aligned with their unique culture and goals.



## The Solution

Veygo partnered with Reinvigoration as they have a proven track record in helping organisations build capability, drive performance, and embed sustainable change. From the outset, Reinvigoration's approach stood out for its alignment with Veygo's values and vision. Rather than imposing a one-size-fits-all solution, the team took time to understand:

- What mattered most to **Veygo's customers**,
- The needs and potential of **frontline colleagues**, and
- The strategic priorities of the **wider business**.

This people-focused, collaborative approach informed every aspect of the solution, which included:

- **Operational Excellence Framework** – A clear structure for Continuous Improvement, accessible to teams across the business.
- **Capability Building** – Training and certifying colleagues in Lean Six Sigma and Operational Excellence methodologies to embed skills at every level.
- **OpX Platform Implementation** – The solution to scale CI across the organisation as well as provide a central hub for managing and visualising projects, giving full transparency to stakeholders and enabling multiple initiatives to run simultaneously.
- **Frontline Empowerment** – Shifting ownership of problem-solving to those closest to the customer, reducing reliance on management and driving real engagement.



## The Outcomes

The results have been transformative—both in terms of business performance and company culture.

### Cultural Shift

One of the most significant outcomes has been a **cultural transformation**. Teams are no longer waiting for management to solve problems; they are actively identifying, owning, and delivering improvements themselves.

### Scalable Operations

Veygo now has a **scalable operations model**, with the tools, processes, and mindset needed to manage growth effectively. The OpX platform enables the team to run multiple projects across departments, monitor performance, and ensure alignment with strategic goals.

### Clear ROI

With better visibility, measurable outcomes, and enhanced stakeholder engagement, the return on investment has been clear and significant. Leaders across the business can now track the progress and impact of every improvement project in real time.

### Increased Engagement

The approach has had a major impact on people. Colleagues feel empowered, skilled, and trusted to lead change—creating a positive feedback loop of engagement and innovation.



“ *The single biggest thing I’m most proud of is the impact on our people. They’re coming up with ideas, owning them, and changing the business. That’s real empowerment.* ”



Ian Edwards, COO, Veygo

## The Conclusion

Veygo's partnership with Reinvigoration has delivered more than just process improvements—it has laid the groundwork for a truly scalable, people-powered operation.

By embedding Operational Excellence at the heart of the business, Veygo has created a culture where colleagues are empowered, customers are prioritised, and continuous improvement is part of the daily rhythm. The transformation has not only supported Veygo's growth ambitions but has also strengthened its identity as a modern, agile, and values-driven insurer—ready for the road ahead.



Connect with our experts to learn more about how Reinvigoration can help you.

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[www.reinvigoration.com](http://www.reinvigoration.com)  
[info@reinvigoration.com](mailto:info@reinvigoration.com)  
+44 2922 520801

