



Dynamics CRM win at major US health plan company

Customer overview

The company provides managed care services exclusively for government-sponsored health care programs, focusing on Medicaid and Medicare.

Headquartered in Tampa, Florida, the company offers a variety of health plans for families, children, the aged, blind and disabled, as well as prescription drug plans. The company served approximately 2.2 million members as of March 31, 2010.

Pain

The company was looking to enhance the technology used by their more than 2,000 customer service reps who handle over 7 million calls from different locations across the world. When a customer calls with a question, an agent is required to validate the caller's information, respond to various requests, provider coverage information, or assist callers to locate a physician. Typically, agents could have 9 or more mini windows open on their desktops as they looked for the right information. The company needed a better user experience for their call center agents and a solution that would include the ability to track training and step actions to provide a smoother workflow. Although they originally sought a knowledge management solution, it soon became clear that their needs could be better served with a call center solution.

Power

A major Microsoft systems integrator proposed Microsoft Dynamics CRM to facilitate multiple applications. The solution embedded TKDialogs to automate the call script workflow, with Silverlight as the front end user interface to seamlessly integrate multiple applications into a single agent desktop which resulted in an enhanced and streamlined user experience.

Several factors influenced the company to pursue the call center solution. Firstly, the richness of user experience the company wanted for its agents. Secondly, the proposed deployment plan of 3-4 months offered the potential of achieving rapid results when compared to the previously proposed one year plan for the knowledge management option. Perhaps most importantly, the project demonstrated a significant ROI for the streamlined call center solution which will improve call agents' productivity, enhance customer service, and deliver quantifiable cost benefits now and in the future.

This win is a true example where Team Knowledge, major Microsoft partners and Microsoft themselves can work together to effectively engage a customer and delivered a unique solution to solve critical problems in the Healthcare industry.

Vision

...a single, streamline application on the agent's desktop. Unlike the previous interface used by the call center, the Silverlight interface displays on a single screen everything the agents need for the initial validation and verification process, enabling call agents to quickly determine what kinds of calls they're handling. Based on the initial call type, the documents available to them change dynamically, automatically keeping resources relevant to the call in which they're engaged.

Industry

Healthcare

Key Solutions

Microsoft Dynamics CRM 2011 with custom .NET modifications

TKDialogs

CRM Productivity Platform

Anticipated Results

- 25% increase in agent productivity
- 20% savings in call documentation
- First call resolution Improvement of 6-9%
- Enhanced user adoption
- Reduced application training time
- Increased compliance adherence

More Information

Please contact Joe Cassidy

joe.cassidy@teamknowledge.co.uk