

Press Release

Orkyn, a subsidiary of Air Liquide Santé Domicile, puts customer service at the heart of its strategy, and chooses Neocase

The European leader of technical and medical services rethinks its customer service strategy with Neocase

San Francisco, CA, September 2, 2009 - Neocase Software, a leading provider of customer service solutions for shared service centers and customer support operations, announces that its customer service solution was chosen and implemented by Orkyn, a subsidiary of Air Liquide Santé Domicile. Orkyn is the European leader of technical medical services for stay-at-home patients. The subsidiary is organized into two different business units:

- Prescriptives (respiratory assistance, at-home perfusion services, nutrition and diabetes)
- Pharmaceutical (medical equipment for home use)

Orkyn's primary objective is to re-position customer service as the centripetal force of its business strategy. Through quality customer service, Orkyn wants to provide complete technical and medical services and benefits to stay-at-home patients, allowing them to live with maximum autonomy while dealing with their illness.

"Considering our ethical ambitions, it is crucial that Orkyn remain as close as possible with each customer. This is why, to combat surging competition, it is imperative to equip our company with a comprehensive, flexible and efficient customer service solution. Neocase was a clear, top choice among many solutions," says Jean-Francois Ledey, Director of Client Relations for Orkyn. "Thanks to its robust functionality and integration with Microsoft Dynamics CRM, Neocase allows us to treat each request in a more professional manner, which leads to speedier resolution. With its ease of use and painless implementation, Neocase CS for Microsoft Dynamics CRM further adds to Orkyn's CRM and CTI solution processes, maximizing service offerings and bringing individualized support to each customer," adds Marc Lerich, Director of IT at Air Liquide.

It was at the end of 2007, that Orkyn, conscience of the fact that 90% of its customer base makes requests by telephone, decided to upgrade its customer service solution. Because the sales team was already equipped with Microsoft Dynamics CRM 3.0, Orkyn decided to optimize its customer relationship processes with Neocase CS for Microsoft Dynamics CRM, due to Neocase's close integration with MS Dynamics CRM. The overall solution includes computer telephony integration (CTI) in an On-Demand environment (Software-as-a-Service). The project affects 51 agencies, 240 advisors and 90 sales representatives.

“The customer service solution, Neocase CS for Microsoft Dynamics CRM, considerably increased the benefits of the overall software package. Neocase Software brings a crucial aspect of collaboration to Microsoft Dynamics CRM,” explains Julien Dahan, Chief Executive Officer of Neocase Software. “With its Microsoft look-and-feel, the integration facilitates a coherent vision for sales people and customer service agents, alike. The solution is also easily configurable, making immediate return on investment a reality.”

Orkyn’s previous case management solution could not keep up with the demand: an average yearly inbound call volume of 1.3 million requests from 25 different locations. The company manages 85,000 patients, 4,500 doctors and 14,000 pharmacists within an ISO-compliant organizational structure. There were also apparent breakdowns in the patient request process. Only requests pertaining to order and patient updates were tracked, and much of it was just on paper. Almost 60% of inbound calls were recorded; the remaining 40%, for whatever reason, could not be archived, which resulted in a considerable loss of data.

Within a short period post-implementation, Orkyn has already achieved key productivity and quality gains from the Neocase system in multiple ways. With Neocase, advisers are confident about the strategic technology investment, and feel they can finally treat doctors’ and pharmacists’ inquiries as well as patients’ inbound requests in a more professional and efficient manner. Thanks to the Neocase solution, 100% of inbound requests and data can now be processed and archived. Additionally, an ‘info-zone’ has been integrated as a pop-up screen, which summarizes product consumption and the appropriate pricing at the on-set of each customer data card. Neocase stores complete and secure electronic contact histories that track all correspondence and case requests. The CTI allows advisers to have immediate access to the identity of the caller along with his complete patient history, which makes the transaction more efficient and effortless for both parties. Neocase CS for Microsoft CRM is the pillar of optimized customer service. Everyone at Orkyn feels the satisfaction of doing a better job, and at greater productivity levels than before.

To respond to the needs of the marketplace, Orkyn put into effect an alert system via SMS for high-alert situations. For example, when a respiratory patient needs a new oxygen unit, an SMS is automatically activated to alert the appropriate sales representative and technician in order to respond immediately. This year, Orkyn will also consider using more modules from the Neocase solution suite, namely Neocase Self Service.

To learn more about Neocase’s customer service solutions, please visit our website at: www.neocasesoftware.com.

About Neocase Software

Neocase Software empowers large, global corporations to manage and optimize their Shared Service and Call Center performance and processes through next generation service functionality. Driven by Neocase’s uniquely adaptive technology platform,

Neocase solutions improve process efficiency, reduce operating costs, and enhance the quality of service delivered to internal and external customers. Neocase Software solutions include Neocase HR for Human Capital Resource Management, Neocase CS for Customer Service and Neocase FR for Financial Resolution. All solutions can be deployed on-premise or in a SaaS model. With more than 200 clients worldwide, representative customers include Air France, Renault-Nissan, L'Oreal, Brinks, CORPTAX, FOX Systems, CUNA Mutual Group, and IDSI. Neocase's award-winning solutions bring efficiency and profitability to SSCs and customer service departments through web self-service, intelligent knowledge management, service level agreement (SLA) management, employee/partner case collaboration, executive dashboards, and automated workflows.

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