

Transforming the Contact Center Experience



The Challenge: Manage increased customer request volumes and improve customer support processes

In order to maintain its position as a leader in the healthcare support industry, FOX Systems, Inc. needed to optimize communication within its call center to improve overall customer service, while meeting government-mandated, high security standards. These compliance mandates further intensified pressures to perform at the highest operational efficiency.

FOX Systems' existing solution had 'hit a wall' in terms of the transaction rate it was capable of processing effectively; many transactions had to be treated on a manual basis. The absence of an audit trail to track complete case history became painfully evident, as service levels went unmanaged, resulting in inconsistent service delivery and reduced customer satisfaction.

Key Business Drivers:

- High-volume transaction contact center environment
- Pressure to perform at increased process efficiencies
- Absence of audit trails and compliance
- Lack of Service Level Agreement (SLA) Management

"Our goal was to increase the bandwidth and efficiency of our agents and call center processes by providing a technologically-advanced, streamlined solution that would help our company manage its growth, and deliver a high level of customer service", stated Emanuel Mkrtychian, FOX Systems, Inc. Chief Technology Officer.

The Solution Requirements: Immediate ROI, advanced system integration and rapid deployment

FOX Systems needed a solution that would address the following project requirements:

- Establish credible Return On Investment (ROI) in a few-months' timeframe
- Manage and monitor SLAs
- Achieve high user adoption rates by ease of use
- Reach favorable cost-to-benefit ratio
- Comply with US DOD security specifications in a highly secure data center
- Integrate with Computer Telephony (CTI)

FOX Systems developed a formal selection process to find a solution that would meet each of its specific requirements. Initially, 15 vendors participated, which resulted in a shortlist of three vendors after further evaluation. The remaining three vendors were reviewed based on product demonstration and a comprehensive Total Cost of Ownership (TCO) analysis, including an extensive functional comparison of each solution.

In the end, Neocase proved to be the most cost-effective solution. Mkrtychian states: *"We did a deep cost benefit, TCO and functional analysis, along with a*

AT A GLANCE:

Organization: FOX Systems, Inc.

Location: Scottsdale, Arizona

Industry: Healthcare

Challenge: Manage increased contact center volume and improve overall customer support processes

Solution: Neocase CS

Results: Significant agent productivity gains; Increased customer satisfaction in customer support operations

"FOX Systems has been extremely satisfied with the ease of implementation and advanced functionality delivered by Neocase's customer service platform. We decided to choose Neocase's solution for its lower total costs of ownership in comparison to other solutions, as well as Neocase's solid commitment to delivering fast ROI."

-Emanuel Mkrtychian, CTO

user rating system from demonstrations for commercial, SaaS and Open Source applications, and determined that Neocase was the lowest in price with the best or comparable features to the high cost alternatives.”

The Solution: Neocase Customer Service (CS) and Knowledge Base (KB)

FOX Systems engaged Neocase to implement a collaborative case management solution, which included the installation of Neocase CS and KB for 150 agent seats, enabling the company to:

- Dramatically decrease the volume of inbound phone/email inquiries
- Improve customer service through an advanced SLA process, exceeding goals in set-up, management and tracking
- Integrate CTI technology to streamline call handling
- Achieve faster employee ‘ramp-up’ through shorter training cycles

The Neocase solution has enabled FOX Systems to streamline the entire case management process, resulting in improved customer service and agent performance. Through the effective use of SLAs, and CTI integration, one agent is now able to process an average of 785 email and phone inquiries per month, surpassing high-tech industry standards of 1:500.

The new workflow process prioritizes the case service cycle based on active support contracts and overall case context. Customer service requests and case records are queued via an intelligent case routing system, which sends cases to the proper agent or manager based on current case load. Automatic case routing is integral to enhanced resolution times, and optimal service delivery levels.

The project also involves Neocase KB, an easily accessible and accurate information repository for customers and agents. Knowledge Base dramatically improves first call resolution rates, provides consistent company and product data to each customer, and contributes to increased agent productivity through the use of a unique recommendation engine.

The Results: Significantly Improved Customer Satisfaction

The Neocase CS implementation has proven to be extremely successful for FOX Systems’ contact center system.

Customer Service agents are now well-equipped with a standardized transaction process that is user-friendly, and makes the case resolution cycle much faster and easier:

FOX Systems reports the following results:

- 1:785 inbound inquiry processing per month, surpassing industry standards of 1:500
- 15% overall reduction in inbound email volume
- High user and client satisfaction levels
- Maintains near-total adherence of SLAs for open cases

About FOX Systems, Inc.:

Founded in 1987, Fox Systems, Inc. is the nation’s premier Medicaid and HIPAA consultant, employing over 350 employees. FOX Systems is recognized as the leader in providing high-quality technical and management consulting services to public and private healthcare organizations, with expertise in the following areas:

- Business process improvement
- Strategic systems planning
- Procurement and documentation services
- HIPAA clearinghouse services
- Call Center operations
- Medicaid Information Technology Architecture (MITA)
- Service-Oriented Architecture (SOA) Transformation Roadmaps
- Independent Systems, Verification & Validation Services (IV&V)