



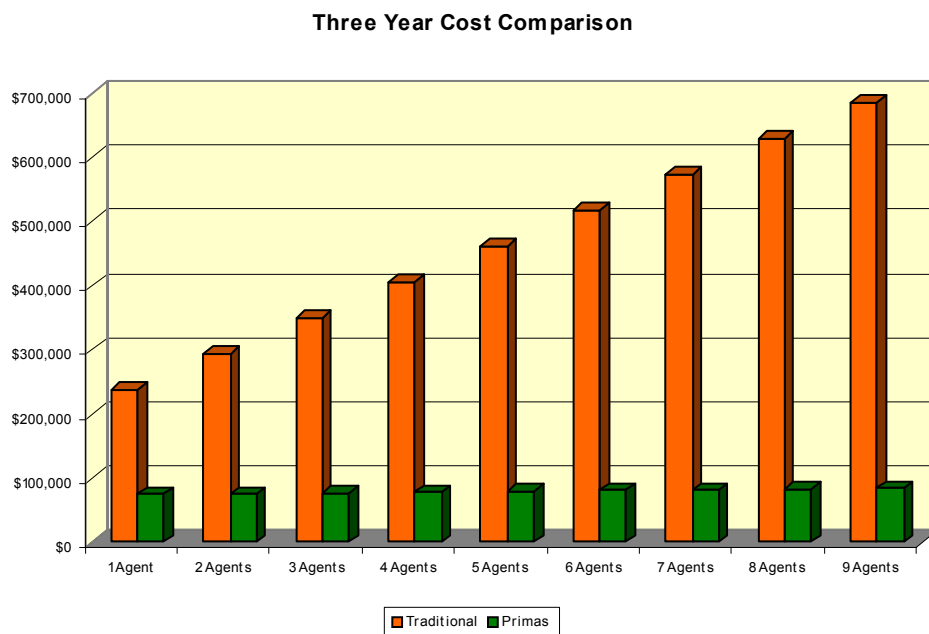
OREGON HEALTHCARE PROVIDER REDUCES COSTS BY UTILIZING THE PRIMAS GROUP TO DEVELOP A CUSTOM POST CALL SURVEY APPLICATION

POST CALL SURVEY SOFTWARE FROM THE PRIMAS GROUP AUGMENTS EXISTING CALL CENTER TECHNOLOGY TO IMPROVE CUSTOMER RETENTION, RENEWALS, AND FEEDBACK FOR OREGON HEALTH CARE PROVIDER.

CHALLENGE: Obtain customer experience feedback and reduce costs.

Solution: Post Call Survey Software application from The Primas Group utilizing existing call center technology.

Results: A 69% minimum cost savings over traditional methods and a substantial ROI.



This Healthcare Provider is one of the largest in the west serving more than 3 million people with revenues over 6 billion.

CHALLENGE

The mission of this healthcare organization is to provide customers with the best value in health, dental, vision, life insurance benefits, and administrative services. They accomplish this by being customer focused and market driven. This organization believes that they have an obligation to effectively manage costs, and to provide customers with a choice of competitively priced, quality health products in return for their investment.

Enterprises, such as this, seek customer input and data to assess the acceptance of their products and their ability to service them. The customer experience is critical for renewals and the creation of customer loyalty. The automation,



or semi-automation, of surveys that access this data creates significant benefits for companies, employees, and customers.

This organization is a customer focused, cost driven enterprise who decided in 2004 to reduce costs and improve service by utilizing automation to obtain customer feedback. Because of their reputation for friendly and efficient service, this organization had initial concerns about using an automated survey that might not be accepted by customers and employees. Additionally, survey processing costs, whether done by employees or third party vendors, became an issue. The automation of the survey process could also have had a significant impact on training delivery to customer contact personnel, as well as profitability.

In 2005 this organization automated the first of three call centers with the Post Call Survey Software application from The Primas Group. The software was installed on newly acquired IVR platforms.

SOLUTION

To conduct surveys in a non automated environment, enterprises, such as this, utilize either in-house personnel or third party agents. Using in-house personnel incurs costs for labor, facilities and overhead, as well as additional cost for calls, lost time due to feedback lag, and report preparation. Third parties can add such cost items as set-up fees, telecom facility charges, and agent hourly rates.

By selecting to work with The Primas Group , this organization was able to utilize their IVR and CTI servers, as well as their existing customer database software. The installation of The Primas Group Post Call Survey Software application enables this organization to take advantage of cost savings from a one time software investment (plus yearly maintenance) resulting in a significantly lower than on-going third party expenses, or alternatives that utilized in-house personnel.

This healthcare provider selected The Primas Group's Post Call Survey Software because of its ability to receive customer feedback immediately, sample customer-per-enterprise guidelines, and because of its flexibility to change

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parameters in a friendly, efficient, and cost effective manner. Some of the features that made the software attractive to this organization included:

- Completely random sampling of callers
- Consistent administration of the survey protocol
- Customer defined survey percentages.
- Survey taken just after the customer experience
- Customer defined parameters and duration, sixty-seconds
- Survey is anonymous to the agent
- Easy to adjust survey to organizational demands
- Flexible automated reporting
- Availability 7 days a week, 24 hours a day and 365 days a year
- Instantaneous feedback to management
- Excellent tool for training and quality assessment
- Surveys obtaining enterprise desired customer feedback

HOW THE SOFTWARE APPLICATION WORKS:

Callers enter your call center as they do currently. The CTI Server decides at random and by percentage allocation, which callers will be offered the option to take a survey. Those opting to take the survey will continue in the normal queue, as do those who have not decided to take the survey or due to the percent allocation were not even offered the survey. When the agent has completed the call, they simply click a release button provided by a small application running on their desktop. This call control button hangs up the call for those not taking the survey, but will transfer those callers who have agreed to take the survey to the IVR.

The caller listens to, and responds via DTMF (touch tones) to organization's selected number of questions, which support simple 1 (yes)/2 (no) or 1-9 numeric ranking responses. The caller can also record a verbal message with his/her comments which are stored in the IVR. The content is flexible in terms of questions being asked, and can be changed by any call center staff trained on the voice editing and recording tools. Questions can be changed by re-recording phrases while the system is in production; no additional development is required to change content.

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IQ Services
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VoiceXL
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of Your IVR

Consulting
Development of Your
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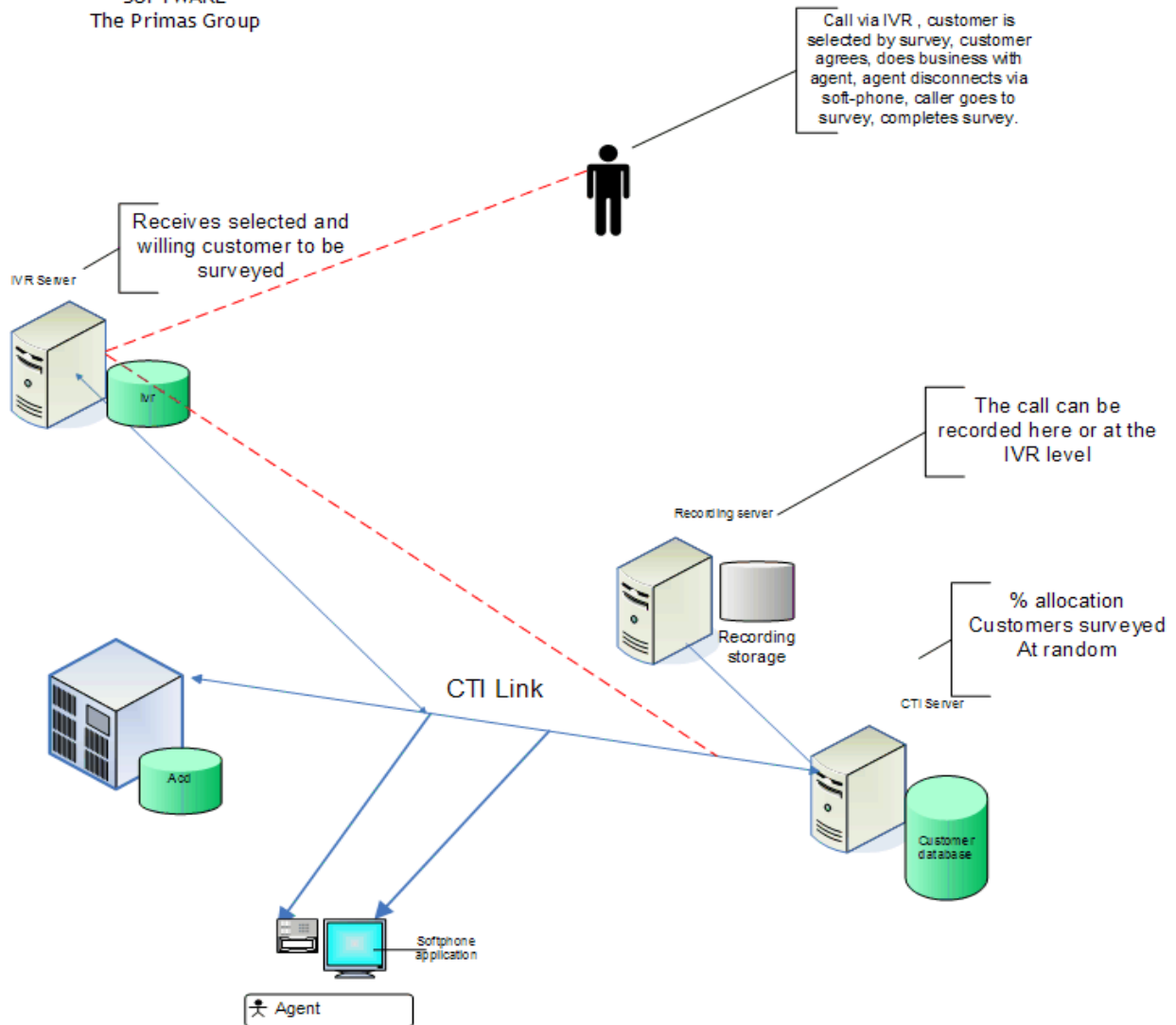
Project Management
Cost and Time
Control



A scoring collection module includes the collection of the Agent ID and extension from the CTI Server and is married with the responses to the questions. There is a record number created for the transaction and this record number will be the key that is used to retrieve the recorded voice segments. The data is either written directly to an ODBC compliant database, or exported in an agreed upon format (such as comma delimited flat file).

No scoring is done in the Survey Application; the external database, in conjunction with the Customer'-chosen reporting package, is used for the development of reports, including scoring, which is also available. Retrieval of the voice segments over the phone, versus console look-up is provided. The supervisor simply calls a unique telephone number, is asked for their ID, and then the appropriate record number. At the completion of listening to the recorded segment, they are asked if they would like to hear it again or if they would like to enter another record number.

POST CALL SURVEY APPLICATION
SOFTWARE
The Primas Group





RESULTS

The Post Call Survey Software application was rolled out in 2004 at the this organization's Call Center in Oregon. After an analysis of the cost savings and benefits, this organization implemented the application at two additional call centers in 2005.

This organization analyzed the cost savings and benefits of installing the software. They concluded that in addition to the benefit of redeploying the agents previously doing the surveys, a reduction of 16 seconds in overall call handling time was obtained. As a result, a savings of \$146,000 in labor was obtained at the Oregon-Call Center. This translates into a 69% cost savings over traditional methods and a substantial ROI.

In the final analysis, this organization determined that in addition to cost savings and improved efficiencies, the Post Call Survey Software is customer and agent friendly, meets feedback requirements, and provides timely information for managing the customer service needs of one of the premier health care plan providers in the Western United States.

About the Primas Group

The Primas Group is a leading provider of solutions and services that provide clients the ability to establish effective Call Completion Strategies. Our solutions include speech recognition based self-service, assisted service using CTI for screen pop with data directed routing, and management metrics to recognize technology's effectiveness. Contact The Primas Group at www.primas.net