



Our Customers Speak for Our Solutions

An OAISYS Case Study



Sydney, Australia

Not-for-profit Australian health insurer Peplecare has over 23,000 members and is renowned for its service quality and dedication to its members. In both its primary call centers and remote locations the firm handles between 6,000 and 7,000 calls a month.

In the past, the company used spreadsheets and incidental review of calls through its phone system to chart its service levels and evaluate agent performance. Over time, the customer service management staff realized a more efficient and high volume solution was necessary to truly gauge the effectiveness of its performance.

Customer service manager Tory Macri looked into various offerings, ultimately deciding on OAISYS Tracer as the solution of choice. Tracer's easy-to-use and easy-to-learn interface was an important consideration in making that decision. "I like that it had a Microsoft Outlook look and feel," he said. "I think from a usability perspective (the interface) can be a big stumbling block. If the system is too difficult to navigate, then you tend to find people just won't use it. Usability was the key factor."

Another factor leading to Tracer's selection was OAISYS' relationship with Silver Channel Partner CVT (Global) Pty, Ltd. CVT focuses on consultancy, development, integration and support services. The company works closely with clients to define solutions that will add value to their organization and backs this up with its solutions delivery team and ongoing support center.

"CVT was very open-minded about the options they presented to us," Macri said, "but what got Tracer over the line was that it was very cost effective, offered superior usability, and could provide both voice and screen capture capabilities."

The major features and uses of Tracer most actively enjoyed by Peplecare include call review, desktop screen recording, agent assessment and evaluation and personnel training and development.

Because of its corporate culture and the quality of its working environment, Peplecare has the good fortune of enjoying low staff turnover, but that doesn't detract from the strong emphasis the company places on continuous training and development.

"Because we don't have a lot of staff attrition," Macri said, "we're using those calls that we identify as meeting all the criteria, a superior type of call, to up-skill staff that may not have those particular skillsets. Handling more particular call types is one such skill. We have our own skills-based routing within our workflow management system, and staff are multi-skilled across most facets of that. Depending on their longevity in the role and how competent they are, we will train them in different facets, and Tracer aids us in doing that."

"Rather than having a classroom environment with a trainer at the front saying, 'This is what we do, and here's an example,' they can hear and see live examples of how



things actually work and get a true reflection of what the member's response and interaction is going to be based on the actual conversations that they have."

As a medium-size player in the Australian healthcare market, Peoplecare has received numerous awards for its achievements. These accolades are supported with a member satisfaction rating of 97.3 percent and staff satisfaction of 95 percent.

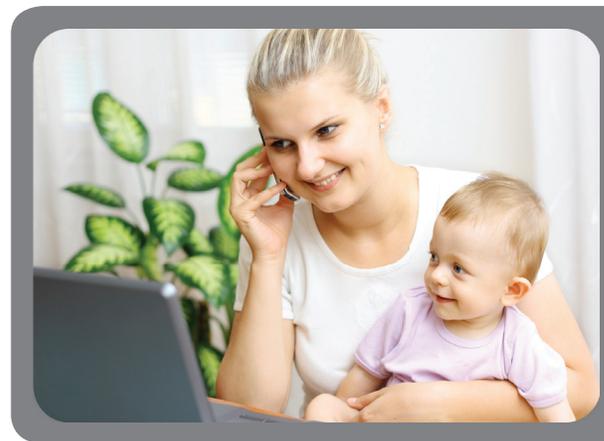
"Peoplecare has recently rebranded itself, deciding it was time for an extreme makeover and chose an exciting new look, which is distinctive, innovative, stands apart from other health funds and tells the world what we're all about," Michael Bassingthwaighe (Peoplecare's CEO) said. "Our members already know we are about personal service and best possible value for members, and that hasn't changed. At our very core, we believe a personal approach is best, and we wanted our new look to reflect our values and goals, including: personalized service from real people; making health insurance easier, and getting better deals and value for the money for our members. As a not-for-profit, our efforts are entirely focused on our members. Our new look and feel captures all of this. We've made significant improvements in how we communicate with our members. Tracer has helped us tailor our verbal communication to make it more personalized."

"Staff satisfaction is very high," Macri added, "because we get them involved in a lot of the activities that we do, not only for members but also for reengineering and process improvement activities. There's a lot of communication on what's happening. The implementation of call recording was a good example of that. We had staff involved from the onset when we first investigated it and the options that were available. We had them fully aware of what it was being used for, why we were using it, how we were going to archive information, the benefits to the members and the benefits to themselves. That philosophy in service is something we instill not only in our members but also in our employees."

Previously, Macri estimated assessments cost the company approximately \$21,000 (AUD) a year, with Tracer's process improvements yielding return on

investment after two-and-a-half years. "I think we're probably realizing that a lot sooner," he said, "given that the uncomplicated nature of the Tracer system really allows us to do a lot more."

"We did a lot of communication with the staff on rolling it out; it is used as a training and coaching tool, and I think also the ability to see and hear what they're doing provides us with not only the end result, but also the path they've taken to get to that end result, including the navigation of our system. That provides immense information around process improvement and system development on our operating systems and even our workflow management systems."



Another benefit Macri has found in Tracer is the ability to oversee remote staff as easily and thoroughly as those stationed in Peoplecare's main office. "This really gives us benefit in terms of being able to see and hear what's happening in our remote workers' environments, as opposed to those staff you see and hear in the office every day. Definitely for any organization where you've got teleworkers or workers outside your head office, it is very good at looking at consistency of application for their calls and also their work related activities. That's been a huge benefit for us."

Reviewing the benefits Tracer has brought to Peoplecare already, and those he anticipates in the future, Macri is highly positive. "I've got nothing but compliments for the system because it does what we initially were seeking, and the support we get from CVT has been complementary. They're always there to help."



To find out more about OAISYS, Tracer and Talkument, please visit our website at www.oaisys.com.

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