



Our Customers Speak for Our Solutions

An OAISYS Case Study



QualChoice[®]

Little Rock, Arkansas

QualChoice of Arkansas, Inc., is a non-profit health services company that offers a variety of managed care products and benefit administration services to its members. It is the second largest managed care company in Arkansas, offering a comprehensive line of health maintenance organization (HMO) and point-of-service (POS) insurance plans as well as certain third party administrative (TPA), dental, vision and pharmacy products. In addition, QualChoice recently began offering life insurance products. The company states that it has become a market leader by providing competitively priced managed care products and excellent customer support.

To support that commitment to delivering superior customer service, and for other reasons, QualChoice sought to replace its outdated business communications system and record-on-demand call recording solution in 2008. They turned to OAISYS Authorized Channel Partner TeleComp for guidance.

TeleComp recommended the deployment of a ShoreTel IP phone system paired with the OAISYS Tracer interaction management software to record calls at QualChoice's centralized contact center.

"Recording was something that was part of our old phone system," said QualChoice IT Infrastructure Manager Jack Englert, "but that was more of an on-demand (solution). We really needed something that was trunk side and would capture everything. Cradle-to-grave recording was important."

Englert and his team wanted to be certain they were making the best choice with their new recording solution, so they compared Tracer with offerings from other vendors. "We demoed the systems, and the user interface, the administration and the simplicity of the OAISYS solution, as well as the backing of our phone vendor as a partner with ShoreTel, is what sold us on it."

Other considerations that weighed heavily in favor of the OAISYS Tracer solution included:

- OAISYS' Health Insurance Portability and Accountability Act (HIPAA) compliant recording method, which uses an encrypted playback stream and proprietary file type, helping to ensure regulatory compliance
- The ability to export recordings to a variety of file formats
- Multiple methods for sharing calls, including the ability to share only relevant portions of a recording, with other users
- Built-in scorecards and evaluations and a wide array of reporting options

When asked how the solution has performed for QualChoice, Englert was enthusiastic. "OAISYS Tracer has been phenomenal since its launch date. User adoption is obviously a key component of that. In IT, we want to drive the functionality and the features out to the call center managers and let them really manage their environment, and Tracer has allowed us to do that. They're able to manage their needs in the call

center, and it's really helped raise the level of feedback we obtain from not only our users, but also the scorecards and evaluations.

"We can now make changes in the scorecards on-the-fly, they're able to review those whenever they would like to. Auditing of and reporting on calls is no longer an arduous process."

Tracer's solid performance and ease of administration has had a major impact on Englert's IT department, freeing up time for other duties. "It used to be IT would be involved as well as the call center managers to research or pull up a call, where now it's a single team and they can do it sitting at their desk in a few clicks. The efficiency gains from a dollar perspective have been huge."

Tracer's efficiency benefits were greater than even Englert anticipated. "The hands-on work from the IT team has been cut by 80 percent as far as us needing to be involved with the call recording system versus our previous system. I get, maybe, one ticket every six months, and that's usually just, 'Can you add so-and-so into this group so they can do X.' IT time requirements and our oversight of the system have been drastically reduced."

Tracer has benefitted the company in other ways, as well, such as the ability to instantly resolve "he said/she said" disputes. "We had an appeal. A customer called in and said, 'I told the agent X, Y and Z.' We were able to go back and play that call for the customer. After they heard it, they understood. What could have been an ugly situation actually enabled us to help the customer understand that we did exactly what we were supposed to do with the information we were given. OAISYS proved that."

The added efficiency and scope of improvement Tracer has brought to QualChoice's call center has impressed Englert. "The quantity and the thoroughness of the call

auditing we can do, where we can take a service call that's come in, match it with a call record and really piece together an entire call experience for our user, as well as for our agent, it's like walking into a court room and almost literally being able to place yourself in the shoes of both the plaintiff and the defendant."

A significant benefit of Tracer that Englert had not expected is its usefulness as a training system. "Our call center managers have asked for all of our agents to have access to their own calls so they can use that as a training tool. It's one thing for the call center managers to be able to audit and make sure our people are following the right protocols, but now we can take that and push it down to the individual and say, 'Anytime you want to listen to your calls or audit how you think you're doing, go ahead.' Now, with a couple of clicks, they are able to listen to [their own] calls."

In the near future, QualChoice plans to make Tracer's self-evaluation functionality available to agents so the call center managers can compare how they rate agent performance versus the agent's own perceptions.

While the idea of installing new phone systems and recording solutions can be daunting, Englert attests he could not have asked for a better or easier implementation. "TeleComp put it in and helped 'stand it up' in our environment. I think we were on the phone for maybe an hour with the OAISYS team for some configuration stuff. Once it was stood up, we just dove right into it. It was a very, very small learning curve for us to pick it up and become very fluent in a matter of just a couple hours, even without using the training materials OAISYS provided."

Englert is involved in most, if not all, of the technology purchases QualChoice makes; so it was high praise indeed when he said, "After our phone system, Tracer is probably one of the best things we've bought."



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

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