

Horizon Health Seeks Call Center Software, Discovers More Powerful Solution

CRM project profile



Industry: Healthcare

Oracle Applications:

Siebel eHealthcare, Service and Call Center

New Call Center Software Necessary to Reduce Costs

As a leading Employee Assistance Program provider, Horizon Health stays competitive by continually looking for ways to drive costs out of its business. In order to improve the economics associated with handling client-member service calls, Horizon Health decided to consolidate six call centers across the U.S. down to three centers. Since their legacy call center software had become complicated and costly to maintain, implementing a new call center software solution in conjunction with the consolidation made a lot of sense. After thoroughly assessing a number of solution providers, Horizon Health decided to implement Siebel Call Center 7.7.



Oracle Titan Award

"2006 Partner of the Year - SMB"

Broader Solution Discovered

Horizon Health and eVerge Group began the project with a 10-week project plan and a goal of turning up a call center solution. However, as processes and process interactions were documented, it became clear that the interdependencies within the business were calling for a much broader solution. "Existing processes were either not documented, or were documented independently of each other," according to Paul Akin, IT Project Manager, adding, "As we began to look at our operations in its entirety, we realized we had an opportunity to develop an integrated solution that would improve our efficiencies across the board." At that point, Horizon Health reassessed the original project and decided to implement the Siebel Healthcare Vertical solution rather than just the call center component.

Implementation Process Helps Improve Workflows

Once the more comprehensive project got underway, it became clear that the combination of creative thinking and a disciplined approach was going to result in radically improved systems and processes. Through iterative prototyping, eVerge Group was able to demonstrate system capabilities to Horizon's management and staff early in the project. This in turn, stimulated creative ideas from staff and users on how to take advantage of these capabilities to improve processes. "eVerge Group did a great job of combining complex system requirements and newly developed ideas into very well-defined design specifications," according to Angela Wyrick, Vice President of Operations.

Smooth Migration And Immediate Improvements

This collaborative approach made for a nearly flawless implementation. "This is one of the smoothest systems conversions I've ever seen," noted Cindy Sheriff, President – EAP Services. "We kept waiting for problems to arise, and they never did." And the positive impact of the new system was immediate. Training and record processing times dropped by 80% after implementation. Improved client record access and manipulation capabilities immediately translated into more efficient and more productive client service calls. Better management reporting capabilities have also enabled managers to provide more insightful and timely coaching and assistance to the advocates. And with all of the operating improvements came an unforeseen benefit. "Not only has the new system allowed us to provide better customer service to our clients, it has improved the morale within our call center," summarized Sheriff "and that's a benefit with an impact you just can't measure."

Success Metrics:

Metric	Prior	Now
System training for new advocates	10 Days	2 Days
Average time to research account status	1 hour	.01 hour
Average processing time per EAP claim	10 min.	2 min.
% of claims validated on first pass	5%	90%
Average time / month compiling mgmt reports	16 hours	1 hour
Placement staff required	8 Emps	2.5 Emps
Provider records in database	240,000	14,000

Client Feedback:

"By going through the iterative prototyping process, we created an environment of anticipation rather than dread, since the eventual users were actively involved in the design process."

Angela Wyrick, Vice President of Operations

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Cindy Sheriff, President – EAP Services



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