Midwest Regional Healthcare Provider Improves Call Center Processing With New Automated System

Overview
A Midwest regional healthcare provider administers Medicare programs in 14 states, serving more than 125,000 healthcare providers and over 5.4 million program beneficiaries. They are based in one of the midwest states and employ over 1,200 people in 14 office sites in nine different states.

They have two main call centers located in two different states. On average, the call centers collectively handle more than one million calls per year, and this number continues to rise each year. With this increasing call volume, the healthcare provider recognized that a future upgrade to their call center infrastructure was imminent.

Another factor that the healthcare provider has to consider is the Health Insurance Portability and Accountability Act (HIPAA) which mandates privacy procedures regarding detailed caller information. In order to meet these strict HIPAA guidelines and effectively deal with a rising call volume while continuing to deliver outstanding customer service, they realized that their existing call center infrastructure needed to be updated with the latest technology and that the communication between the call centers needed to be streamlined.

Benefits
The new contact center solution developed by MicroAutomation for the Midwest regional healthcare provider:

- Reduces operating costs and increased service levels through faster completion of calls
- Provides CMS-mandated reports and comprehension system usage reporting for continuous improvement of the solution
- Due to open standards technology, the provider is able to complete future upgrades with ease

The Solution
They recognized that MicroAutomation has a solid history of successfully implementing call center solutions in the Medicare arena. In addition, when they observed a particular solution that was deployed to another Medicare provider that had the same challenges, and observed then success they were experiencing with their upgraded call center, they realized the value MicroAutomation could provide.

MicroAutomation was assigned to implement a speech-enabled Interactive Voice Response (IVR) system as well as a Computer Telephony Integration (CTI) solution that was distributed across two different locations. The IVR system allows the healthcare provider to make SelfService options user-friendly, therefore increasing customer service levels. This also made adhering to the HIPAA regulations easier since the complex alphanumeric identification numbers could now be spoken. The CTI or Call Control portion of the solution allows the company to generate call/transaction reports to utilize as a tool for continuous improvement to the solution and the easy identification of customer service issues that may arise.
Technical Implementation

MicroAutomation was responsible for integrating the following technologies:

- Solution includes best-of-breed hardware and software technologies Voice XML open-standards platform
- Web enabled servers are loaded with Nuance OpenSpeech Recognizer (OSR), Nuance Speechify Text-To-Speech (TTS), IBM Personal Host Emulation software
- MicroAutomation’s Host Server application serves as the hub for the entire contact center solution
- Customized summary reports to track and record each transaction, steps taken and processes completed
- 192 total ports integrating two remote locations into a single seamless solution
- Six points of data security to comply with HIPAA requirements

MicroAutomation’s proven record of technical and implementation expertise in the healthcare field assisted with the execution of this deployment. The solution was completed in two phases - for Medicare Part B options followed by Medicare Part A. MicroAutomation worked closely with the healthcare provider to customize the self-service options to the specific needs of their caller base. The solution was completed on time and within budget.

Additional Results

The Maryland County will work with MicroAutomation to implement Voice over Internet Protocol to expand their Enhanced 9-1-1 solution. The system will be mapped and located as precisely as traditional landlines using new converged communication technology. MicroAutomation is also working to bring the Automatic Location Information Database inhouse with daily updates to eliminate transaction fees.

About MicroAutomation

MicroAutomation focuses on driving proactive and personalized customer interactions across all channels – phone, mobile, web, text, social, and agent – while reducing the overall operating costs to service your customers. We turn your customers into your advocates through technology innovation. Our mission is simple – enable effective, efficient self-service to your customers through our reduce customer effort strategy.

Since 1991, MicroAutomation has formed partnerships with our clients, establishing relationships that last. We combine our technology experts and applications with industry leading contact center technology vendors to drive innovative customer self-service for our clients. The combination of our people, applications and technology enables us to deliver Solutions as a Service. We have a passion to provide our clients with a competitive advantage in the market through enabling a superior customer experience.

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