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High performance cloud based contact centre boosts customer service and operational transparency to leading health insurer

Case Study : GloHealth Insurance

Intelligent
Communications

High performance cloud based contact centre boosts customer service and operational transparency to leading health insurer

Client: Glohealth   **Sector:** Health Insurance

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>
> *Fergal Cahill, IT manager, GloHealth*

Leading health insurer, Glo Health has boosted customer service levels and increased operational world's leading life insurance organisations.
transparency, productivity and reporting, thanks to a high-performance cloud-based contact centre solution deployed and managed by unified communications specialist, Intellicom.

The Intellicom | **intune** hosted contact centre solution provides real-time call distribution and monitoring of the company's operations through a single interface and boosts customer service with dynamic allocation of staff to address call volume peaks. Agents connect externally via Voice over IP (VoIP) using enterprise-class fibre or microwave links, depending on their location.

About GloHealth

GloHealth are one of the newest and most innovative health insurers in Ireland. In their first 3 years of operation over 120,000 customers have switched to them for tailored health insurance policies. They are backed by Munich Re, one of the worlds largest re-insurers and are also part owned by Irish Life, part of the Great-West Lifeco group of companies, one of the world's leading life insurance organisations.

Solution Benefits

Superior customer service – dynamic call termination and agent assignment

Better performance management – with full interactive visibility of call volumes and call queues across both contact centre operations

Disaster recovery – contact centre operations distributed across Intellicom's multiple carrier-neutral, commercial data centres in Dublin and Cork

Full adherence to regulatory requirements – seamless, user-friendly call recording and call retrieval for quality checking or complaint cases

Safe, secure storage of recorded calls – 6 TB of resilient storage infrastructure provisioned

Less system administration resource required – adds, moves and changes can be performed by GloHealth staff

Easier staff training – team leaders can listen in on calls or 'whisper' to trainees on live calls from their comfort of their own desk

Peace of mind – with an enterprise class SLA and full support

Business Challenge

Founded in July 2012, GloHealth initially had a call centre at its Sandyford headquarters in Dublin. As a fledgling operation in a demanding and highly competitive market, the company realised that customer experience was paramount and as problems arose with its 'on premise' PBX, Fergal Cahill, IT manager with GloHealth quickly moved to action.

"We added a contact centre operation in Malin Head, Donegal in an effort to resolve our technical issues. But we wanted a better solution to provide our team leaders and staff at headquarters with the ability to have a closer interaction with the contact centre and be more proactive in viewing call queues and peak call volumes in real time. This also presented us with the opportunity to move our contact centre in Sandyford to a new operation in Sandymount," he said.

GloHealth wanted one central location, which would have full operational transparency of both contact centres and the ability to control and engage with call queues and terminate calls to each contact centre. Adds, moves and changes therefore hand to be done in-house.

The Solution

Following detailed discussions with the team at GloHealth, Intellicom deployed their carrier-grade, hosted contact centre solution for the company. Thanks to an agreement stretching over four years, Intellicom will provide the insurer with a suite of cloud-based telephony services including integrated call recording, audio conferencing, advanced call queuing, management reporting and voice traffic termination services

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- Scalable for larger volume contact centres or smaller departmental-level helpdesks.

- Feature-rich, customer experience out of the box.

- Simple, transparent licensing model which reduces costs.

- Powerful agent reporting which streamlines operations and reduces costs.

- Custom-build design capability with in-house software engineers.

- Flexible and scalable infrastructure which adapts to the call centre environment as required.

- Third party integration service offers bi-directional communications with many other third party hardware and software solutions.

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The Solution

System redundancy and resiliency was a key factor in the decision-making process for GloHealth as any downtime significantly impacts the business. Neil Wisdom, managing director with Intellicom explained the architecture behind the solution.

"We split GloHealth's contact centre operation across two of our commercial, carrier-neutral data centres in Dublin and Cork. If problems arise in one, we can seamlessly switch call traffic to the other, avoiding network downtime and significantly reducing the risk of poor customer experience or lost business for GloHealth," he said.

The solution also provides full PCI compliant call recording coupled with the industry mandated six year call recording capacity for transaction verification or call review.

"All customer interactions are recorded on this system," said Mr Cahill. "This gives us the ability to review and quality check all calls. If there are any complaints, we can quickly search by date, by agent or by caller ID and the retrieval process is very straightforward and far more effective than previous solutions we have used. Once retrieved we can listen back from the control panel."

To accommodate the significant volume of calls, Intellicom also provisioned 6TB of resilient storage infrastructure to provide ample storage for GloHealth to meets its regulatory requirements.

Business Benefits

The solution gives us great flexibility," said Mr Cahill. "January and February are the busiest times of the year and we have to be very reactive to any changes in the market. We can now quickly, easily and cost - effectively scale our contact centre operations up or down as required.
"For example, team leaders have real time applications and wall boards where they can instantly view the total volume of calls, calls waiting, calls answered and be more reactive to them. We can also skill additional agents on demand, route and terminate calls to our second contact centre or adjust our on-hold messaging and all these changes can be performed in house. It's a demanding environment and we could have up to 60 agents active at any one time," he said.

"We had a very tight deadline to complete the project," said Mr Cahill. "The ability of the Intellicom team to adapt and deliver such a robust solution on time and within budget, was a credit to them. Having the reassurance of the knowledge and advice they brought to us was very valuable."

Solutions & Services Supplied

intellicom | **intune** Hosted Contact Centre solution
intellicom | **infuse** reporting & integration services
intellicom | **invent** Custom Development & integration services