

- IP Telephony
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CASE STUDY



Health Organization Improves Caller Experience with Solutions from Avaya and INI

Challenge:
To consolidate various interactive voice response systems into a unified persona for the organization.
Solution:
<ul style="list-style-type: none"> • Avaya Interactive Response • INI Healthcare applications <ul style="list-style-type: none"> - AudioMENUS - AudioFORMS
Value Created:
Moving the call center and interactive voice response capabilities in house helped reduce costs associated with expanding outsourced capabilities and improved customer satisfaction by streamlining menus and information collection.

Since it was founded in 1924, a major health organization has shown a commitment to cardiovascular research and education. The organization has noted significant milestones during its existence, including launching its first national fund-raising campaign in 1949, developing guidelines for the nation's healthcare system in the 1980s, and creating new divisions to focus on stroke and emergency cardiac care in the 1990s.

In March of 1995, the health organization defined its strategic driving force as *“providing credible heart disease and stroke information for effective prevention and treatment.”*

This driving force clearly established individuals, rather than affiliates, as the organization's primary audience. Additionally, divisions were pulled together to form a single corporation wholly committed to a common vision.

The organization needed to provide information in a way that was easily accessible to the majority of the American population. For this purpose, it wanted to increase the effectiveness of the telephone; specifically, it needed to deliver a quality caller experience and to provide a unified persona throughout the call routing network.

The health organization approached Avaya for help. Avaya suggested a solution that combined Avaya Interactive Response with healthcare applications by Interactive Northwest, Inc. (INI). INI is a Premier-level member in the Avaya DevConnect program.

A Business Challenge

For the health organization, providing information is much more than just a requirement. Information needs to be provided in a way that contributes to the prevention and treatment of cardiovascular disease. It also must be easily accessible to the majority of the American population. Since the telephone provides the most ubiquitous

access to information, increasing the effectiveness of this tool became a priority.

For years, the health organization had relied upon an outsourced solution for its call center and interactive voice response services. This solution had served it well by receiving and routing calls to various systems within the organization. Over time, however, more and more information and options were added to the system—often resulting in the caller being routed to various locations that behaved and sounded differently. Because of these inconsistencies, callers believed they were being bounced around to various locations and perceived they had longer call times. To deliver a quality caller experience, the organization wanted to provide a unified persona throughout the call routing network.

It had become apparent that the call center should be transitioned from an outsourced solution to an in-sourced solution in order to:

- Reduce expenses
- Improve the organization's image
- Increase the services available to callers

Key Capabilities of the Solution

The solution included Avaya Interactive Response and INI's healthcare applications.

Avaya Interactive Response is a complete speech application platform with a versatile array of tools and options to meet a wide range of customer self-service needs. Interactive Response software empowers enterprises to automate customer interaction and fulfillment tasks via speech, Touch-Tone, fax or TDD devices.

INI's healthcare applications provide the tools healthcare providers need to automate call centers, support new programs for disease management and perform other tasks. In this case, the solution included:

- AudioMENUS, a flexible tool for easily modifying call flows
- AudioFORMS, a tool providing a structured environment for collecting information in individual "fields"

Seamless Transition to a New System

The health organization turned to Avaya and INI to provide the infrastructure for implementing an in-house call center and providing self-service applications. Avaya maintained responsibility for provisioning and implementation of the Avaya Interactive Response platform. INI worked closely with Avaya and the health organization's project managers to define an Interactive Voice Response (IVR) solution that would run on the Avaya Interactive Response platform and initially duplicate the functionality and call flow of the existing outsourced IVR.

Together, Avaya and INI designed and implemented a call center solution composed of a self-service automated

attendant, professionally recorded phrases, applications to manage incoming calls, and the Avaya Interactive Response voice response platform.

INI recreated the extensive network of call menus with its AudioMENUS application. INI applied professionally recorded phrases (provided in both English and Spanish) to the IVR applications and throughout the health organization's call routing network (including the PBX and AT&T cloud network) to provide a unified, and apparently seamless transition between platforms—eliminating the illusion of being routed to multiple and/or off-site locations.

INI effectively implemented its AudioFORMS application to address the health organization's need to collect caller information for literature and mail list requests. With AudioFORMS, the administrator can prompt the caller to speak or enter unique information that can be transcribed later. This method improves accuracy and completeness versus using voice mail to collect the caller's information. This capability is especially important in the health organization environment, where callers frequently request literature about various programs and cardiovascular conditions. In fact, a new program recently added to the call menus was regularly processing in excess of 1,000 information requests per day.

INI implemented English and Spanish versions of the applications to improve overall usage. Approximately 13% of the callers (based on the total daily call volume) preferred to use the Spanish application scripts. INI also implemented its Expected Wait Time/Place in Queue application to inform callers of their anticipated hold time for the next available agent.

Since the health organization

previously outsourced its call center and IVR capabilities, it had minimal internal resources from which to draw. Nevertheless, the transition from an outsourced system to an in-house solution was complete in less than two months. INI worked closely with the health organization and its consultants to design and implement a self-service solution that is flexible, yet relatively easy to modify and expand on an ongoing basis. INI completed on-site training and implementation and is continuing to work closely with the health organization to create additional options and menus available to callers.

Benefits for the Health Organization

The solution:

- Eliminated the need for outsourcing this and other IVR self-service applications
- Improved the caller experience by providing a unified persona to create an impression that all of the operations are "under one roof"
- Saved money by automating tasks that would otherwise need to be performed by call center agents
- Reduced cost of maintaining an outsourced call center solution
- Reduced cost associated with expanding capabilities of an outsourced call center solution
- Simplified the process and decreased the expense of modifying and expanding call menus
- Improved caller experience by streamlining menus and information collection
- Is expected to produce a return on investment within the first five years

The health organization is pleased to now have its call center in-house. Since making information available to the public is a core competency to the organization, it became critical to control and manage the infrastructure of that information dissemination. As the health organization's Telecom Manager, explains, "Initially, we were primarily concerned with duplicating

the functionality of the existing system. Over time, however, we look forward to adding new capabilities, such as accessing local times and locations of CPR classes." INI's AudioFORMS and AudioMENUS applications will enable the health organization to add those capabilities easily in a manner that is consistent with the current user experience.

The Telecom Manager adds, *"Originally, we just went with INI based on Avaya's recommendation. But, as it turns out, we are using INI on an ongoing basis since we don't have the resources in-house. Our experience with INI has been great."*

ABOUT INI

Interactive Northwest, Inc. delivers customer satisfaction in self-service environments. INI works directly with clients and partners to create real-world solutions that incorporate superior design and integrate best-in-class voice response and speech-recognition technologies with existing business systems. The company provides a complete suite of services and software for the design, implementation, deployment and ongoing support of customer self-service solutions.

In particular, INI offers:

- Platform migration services, as companies migrate to more complex self-service capabilities
- Information-access solutions, automating the process of providing callers with the ability to access customer information
- Call-routing applications, including applications specifically designed for call center support, TTY recognition and prompting, and speech recognition
- Automated inbound and outbound notification applications, utilizing multimedia channels such as voice, fax, pager, e-mail and TTY
- Information collection via voice, touch-tone, fax, TTY, and integration with external databases, to deliver robust information
- Transaction processing applications, including host access and payment processing capabilities

INI has a 12+ year relationship with Avaya as an integration specialist and Avaya Interactive Response/CONVERSANT® software developer. INI also has partnerships and development agreements with Nuance, ScanSoft/SpeechWorks, Oracle and Intel Dialogic. INI's solutions are delighting over 1,000 customers nationwide, in a variety of industries, including government, healthcare, finance, insurance and education.

For more information, visit, www.interactivenw.com.

ABOUT AVAYA

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications — and distinguished by comprehensive worldwide services — Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.

For more information about Avaya, visit www.avaya.com.

ABOUT DEVCONNECT

The Developer*Connection* Program (DevConnect) is a comprehensive set of innovative sales, support, marketing and services programs through which Avaya works with members to develop and promote their products and solutions that interoperate with Avaya solutions.

For more information, visit DevConnect at www.devconnectprogram.com.