



Sector\_ **Insurance**

Title\_ **Orientation toward the client of its Telephone Service Center**

The company is in the Spanish health insurance market. In 2006, it was among the top ranked companies in terms of premiums, with more than 700,000 clients and 385 million Euros in billings. Relevant 2006 data: more than 700,000 clients, more than 300,000 policies, premium revenues of 385 million Euros and more than 2,900 offices.

### **Context of the project**

The utilization of several operational systems at the call center made difficult the total orientation to the client that the company sought. That is why, in December 2005, the company decided to launch a project, "Definition of the Objective Model of the Telephone Service Center."

In its design, emphasis was given to the need to incorporate a single service system, oriented toward the knowledge and satisfaction of the client, and facilitating the work of the operators and their supervisors.

A set of solutions was identified, which solutions were to be gradually incorporated into the system. Those solutions were prioritized on the basis of their importance and their level of impact, leading to the definition of an action plan that grouped a set of projects.

Within the defined initial, global projects plan, it was decided to take on, in the first phase, the development of the initiatives that were considered to be most critical to the business, with all of them developed for application within the complete system for service to the insured, and, later, those of renovation and integration of the telephonic infrastructure (CTI, IVR, marker, recorder, etc.).

Among the initial functions, several stand out:

- The total automation of the medical urgency service.
- The display for the medical orientation service.

### **Development of the project**

In February 2005, the project for the implementation of the module for the Service of the Epiphany CRM Suite Service began.

The construction of the different functions of the system was articulated around the definition and initial installation of the so-called "Electronic File," which, once created, stored all of the service actions and dealings oriented toward meeting the different needs of the insured or the person who entered into contact with the center.

The construction of each of the modules had the following objectives:

- Client's Record: A global view of the insured that permitted consultation in an integrated fashion relating to the insured's information, distributed in the company's various systems.
- Insurance policy data.
- Data on assistance or accidents.
- Data on services provided.
  
- Provider's Record: Shows in a unified fashion the specialties, medical actions and products covered, as well as data on location, schedules, breadths of activity, amounts and interactions carried out from the Telephonic Service Center.
- Urgent Care: Permits the immediate or programmed handling, through service scripts, of urgent assistance in the home and hospital transfers, as well as information regarding the closest centers for urgent medical care.



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- Medical Orientation: Makes available to insureds a 24-hour medical orientation service, manned by medical specialists, for on-line resolution of clients' questions, or through the delivery of information.
- Knowledge Base: This contains and classifies the documentation that serves to support the medical orientation service. It is comprised of books and electronic documents, and links to the main web pages for consultation regarding medications, illnesses or pharmacies.
- Indemnified Accidents: The telephonic opening for accidents involving temporary disability, for the handling of hospitalizations and sick leave. The handling is facilitated by sending the request, by e-mail, to the processing center closest to the insured.
- Reporting: Reports on number of calls attended, average times of treatment by services, operators, response times of providers, number of calls per insured client, etc.

#### Benefits

These modules, installed at the company by **everis**, provide various benefits:

- Improved client satisfaction, since the operators have greater knowledge of the client and of his dealings under way with MAPFRE Health Box.
- Improved times for service and handling.
- Better control of the operation by the supervisors and the management personnel at the center.
- Reduction in manual tasks, those based on paper handling, and decreased time needed for the preparation of reports.
- Homogeneity of service and reduction in the time needed for the training of new operators.
- Increased versatility of the operators, who, thanks to the application guide, can take on more functions.

**everis** is a multinational company which collaborates with the principal companies in all activity sectors, developing long-term alliances, in order to assist them in achieving their business objectives, through knowledge, talent and information technologies.