

Free & Clear



Tobacco use is the leading preventable cause of death in the United States, from which a half million Americans die each year¹. Free & Clear, Inc, headquartered in Seattle, Washington, is a specialized tobacco treatment provider for more than 200 employers, health plans, and government agencies. With over 20 years' experience developing and delivering scientifically based and proven treatment programs, Free & Clear is a national leader in services that support health behavior change that are free for the individual, personalized and convenient. Professionally trained "Quit Coaches" use a telephone-based protocol, and the support they provide achieves a 43-percent success rate, eight times greater than for those quitting on their own. For more information about Free & Clear, see www.freeclear.com.

Challenge

A contact center consisting of highly-trained service professionals is the core of Free & Clear's operational model. Participants in Free & Clear's program self-identify, enroll, set a quit date and dial for supportive counseling.

Free & Clear's challenge was building a highly-scalable infrastructure. In 2005, the company relocated its headquarters to downtown Seattle and had the opportunity to completely overhaul its telephony platform. The new system had to be compatible with proprietary Microsoft Windows based counseling applications already in use by its personnel. Furthermore, the new platform had to allow growth without administrative headaches, be reliable, and enable business expansion, such as line extensions or additional contact centers. Finally, the chosen technology needed to efficiently shift staff between inbound and outbound calls and had to support a work from home program for the contact center staff.

Solution

Avaya provided its flagship IP telephony Communication Manager. Avaya Contact Center Express voice module provided a screen pop into Free & Clear's proprietary system for as many as 300 active agents. Personnel working at home used Avaya IP Agent in dual connect ("telecommuter") mode; personnel in the office used Avaya 4610 IP Telephones. Avaya Proactive Contact with CTI served the company's outbound environment. Avaya Call Management System provided call reporting. Avaya Modular Messaging integrated with Microsoft Exchange provided voice messaging for over 400 employees. Avaya Computer Telephony was configured to interface with non-Avaya applications such as eTalk and Envision for service management and supervision.

¹ Data from United States Centers for Disease Control and Prevention



Results

- **Responsive professional support from personalized interactions.** The Avaya solution integrated with Free & Clear's databases and rapidly delivered proprietary screen pops identifying each participant calling in. As a result, Free & Clear personnel could see instantly the known details of a participant's personal situation, for example, with awareness of a scheduled quit date and history of previous phone contacts.
- **High productivity in any setting.** Free & Clear was able to improve the retention rate of its highly trained contact center staff because Avaya IP Agent made application functionality available remotely, enabling personnel to work from their home offices. Since launch, more than one half of its contact center staff have taken advantage of the program.
- **Professionals free to do their highest value work.** The introduction of the Avaya Proactive Contact soft dialer enabled counselors to save 60 seconds per call as they no longer had to dial by hand, and contributed improved staff satisfaction by eliminating repetitive, manual work.
- **Scalability creates business agility.** Free & Clear added a contact center in Honolulu and was able to plan further expansions. The Avaya solution made it easy to expand a contact operation because Avaya Communication Manager and contact center applications are administered from a central server, and other servers are supported from it, so distant sites don't need multiple separate systems each requiring daily manual updates to match the other centers.
- **Assurance to clients based on service continuity.** Duplicate Avaya servers in the Seattle location back each other up. The Hawaii location can also operate independently should issues arise in the primary call center in Seattle due to its locally survivable processor.

Applications and Services

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| • Avaya Communication Manager | • Avaya Proactive Contact Soft Dialer |
| • Avaya S8710 Server | • Avaya Contact Center Express |
| • Avaya Call Management System | • Avaya G700 Media Gateway |
| • Avaya Call Center Elite | • Avaya Extension to Cellular |
| • Avaya IP Agent | • Avaya IP Softphone |
| • Avaya Modular Messaging | • Avaya 4610 IP Telephones |
| • Avaya Computer Telephony | |

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or visit **"Do Your Research"** at www.avaya.com.

“ I see Avaya as a key partner in the opportunities ahead for Free & Clear. Contact center technology is critical to helping us get value from our highly trained service professionals. Avaya consistently delivers features and reliability that help drive the aspirations of Free & Clear. ”

Leif Haslund, Telecom Manager, Free & Clear