



SHPS

SHPS provides a broad range of innovative health management tools, resources and services that empower consumers to make wise healthcare decisions. With comprehensive services that transform consumer health behaviors, SHPS' integrated delivery system maximizes the value of consumers' and employers' healthcare dollars. Among its many clients, SHPS serves large and mid-sized employers, health insurance carriers, third party administrators, Medicare Part D providers and government agencies. The company employs registered nurses and health professionals, employee benefit specialists and IT experts in facilities across the United States. For more information, visit www.shps.com.

Challenge

SHPS was well aware of how Intelligent Communications could streamline its internal processes and help it hone its competitive edge in the healthcare and human resources services arena. Cost-effectively providing employers with comprehensive life management services such as benefits selection and enrollment, healthcare

management, and COBRA administration, SHPS relies on communications technology to maximize the efficiency of its five call centers. The company operates three call centers in Louisville, Kentucky; one in Scottsdale, Arizona; and another in Seattle. The number of agents varies by season, from a low of 800 in spring and summer to a high of 1200 during open enrollment in the fall.

According to Mike Johnson, director of network services, the company's growth was straining its communications resources to the max: "Growing year-over-year, SHPS was serving more clients, handling more calls, and developing ever more complex call flows to meet our clients' needs. Our existing call routing resources simply were stretched to the limit," he says.

Lew Athow, senior telecom analyst, explains, "With only a finite number of vectors to program call routing, and a growing demand for increasingly complex call flows, we found ourselves having to use multiple vectors to get the job done. This made it more difficult and time consuming to program call routing."

SHPS was seeking a way to maximize existing resources while making it easier

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— Lew Athow,
senior telecom analyst

“Avaya Call Center enables us to maximize efficiency and improve the customer experience. Moreover, we’re able to do all this without having to add resources because the processes themselves are easier. We are able to scale the system without having to grow the team.”

— Mike Johnson,
director of network services

for its IT staff to administer and program its system. This, in turn, would drive customer service and help SHPS control its own costs.

Solution

With three of its call centers already using an Avaya platform, SHPS opted to standardize on Avaya as its call center vendor of choice. Athow explains, “Avaya is number one in the industry for serving large call centers. We chose Avaya based on its flexibility in handling complex call flows, its agent management, its feature sets and reporting capabilities. Avaya beats all of its competitors quite handily.”

The latest release of Avaya Communication Manager and Avaya Call Center gives SHPS the increased capacities it needs, with more flexibility in administering conditional call routing logic and added functionalities. Athow explains that the company tested these releases in a beta trial at its Seattle call center because it had the most complex call flows, with interactive response prompting and messaging, evaluating agent availability,

re-queuing, and vector processing. “The implementation went very smoothly and the system worked very, very well,” he says. So SHPS deployed these releases company wide.

The newest Avaya Communication Manager has significantly improved SHPS’ vectoring capability, giving the company much more programming flexibility and responsiveness than it had had before. Enhanced commands and features add enormous flexibility. By using variables in the programming code, a single vector is now able to do the work of many. This simplifies maintenance and makes call routing more efficient. New functionality also enables programmers to annotate their code so that telecom analysts who may later need to work on the program will understand why the code was written the way it was. “This is a tremendous process improvement for telecom analysts who might otherwise have spent hours trying to figure out the reasons behind the original coding,” Athow says.

Even as SHPS grows its client base and handles more calls and more complex call flows, it is able to meet the demand with its existing, 10-person network/telecommunications team, thanks to the new release of Avaya Call Center and Avaya Communications Manager.

Results

“Avaya Call Center enables us to maximize efficiency and improve the customer experience. Moreover, we’re able to do all this without having to add resources because the processes themselves are easier. We are able to scale the system without having to grow the team,” Johnson says.

- **Improves responsiveness.** The new call center release is enabling SHPS to respond to call flow processing requests about 25 to 50 percent faster. New coding can be done 25 percent faster than before; pre-existing coding can be adapted as much as 50 percent faster than before.

APPLICATIONS AND SERVICES

- Avaya S8720 Servers
- Avaya S8710 Servers
- Avaya S8700 Servers
- Avaya S8300 Server
- Avaya G700 Media Gateway
- Avaya Communication Manager
- Avaya Call Management System R14 and R12
- Avaya Call Center Software
- Avaya IP Agent
- Avaya 6400 Series Digital Telephones
- Avaya IP Telephones
- Avaya CallMaster Telephones
- Avaya INTUITY® AUDIX® Voice Messaging
- NICE Call Recording
- Witness Workforce Management (formerly Blue Pumpkin)

- **Improves productivity.** The expanded functionalities of Avaya Call Center is enabling SHPS to contain its IT headcount without sacrificing service, ultimately benefiting the bottom line.
- **Contains IT costs.** New features and capabilities are making the cost of a life cycle call flow about half as expensive in terms of IT human resources as it used to be.
- **Facilitates reporting.** New reporting functionality makes it easier for SHPS to provide its clients with the details they need to make business-critical decisions.

Learn More

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 a member of the Avaya Authorized BusinessPartner program, or visit “Do Your Research” at www.avaya.com.