

## UC Case Study



# VoIP phones, better reporting enhance customer service

*Santa Ana, California-based Capario is a 20+ year old medical claims clearinghouse. The company provides revenue cycle management solutions for medical providers to get paid faster by insurance companies, as well as to follow their claims and reports.*

### SITUATION

Healthcare providers have many choices when sending their claims to insurance companies. What separates Capario from the others is its focus on customer service, including a feature-laden portal and a willingness to listen to (and act on) what clients have to say.

“Our stated metric is to answer every phone call within 60 seconds,” says Joe Victorino, EDI manager at Capario. “But our real goal is to answer all calls within two rings.”

The tipping point, however, came when one of the two redundant cards failed. Capario was left to operate on just one – a situation that put the company at risk of a complete outage of the phone system.

“We have 40+ queue users in the contact center taking calls every day,” Victorino says. “We can’t afford to have it be off-line. We knew we needed to replace it with a more flexible, powerful system.”

### SOLUTION

After performing its due diligence, Capario worked with its trusted partner Cynergy and selected West IP Communications, a Cisco–Powered Managed Unified Communications solution provider, to completely revamp its phone system. West IPC recommended moving to a Voice over IP (VoIP) system built on a Cisco backbone, and brought in its proprietary Intelligent Call Control (ICC) hosted contact center platform to manage and optimize all their inbound call traffic while providing robust, flexible operation.

West IPC installed T1 lines at headquarters, and used Capario’s existing MPLS network to connect to its other locations while providing a redundant system for the phones.

### RESULTS

Once the new system was in place, the old analog phones were replaced with 150 Cisco 7900 Series VoIP phones, which allow remote users access from any location that has a router and an Internet connection.

“We have users, including myself, who split time working between the office and home,” Victorino says. “It’s easy now. I can unplug my office phone, bring it home, plug it into my personal router and get right back to work. To my co-workers and people on the outside, it’s as though I’m still in the office.”

The difference–maker for Capario, though, is in the reporting capabilities. The company is able to run statistics on a daily, weekly or monthly basis. Managers are able to check call answer times, call hold times and other key metrics to ensure that customer service goals are being met or exceeded. If a call isn’t answered for some reason, managers are able to determine why and make adjustments.

“They can look at how many people were available at that time, how many were on break or had changed their status to ‘unavailable’ and other factors,” Victorino says. “If they see a pattern and an adjustment is required, they can quickly use ICC to prevent a repeat of that issue.”



One of the ways Capario has been able to upgrade its level of customer service with the new phone system is by integrating it with Salesforce.com. If a caller's phone number is already in the system, the caller ID feature recognizes it and immediately pulls up the customer's records. Victorino says customers are impressed when the rep already has all their information available. But the success of the project is about more than technology, he adds.

"What puts West IPC over the top is their customer service," Victorino says. "We have requested a number of enhancements along the way, and they have always come through. Our official approach to our business is that we want to provide world-class customer service. In my experience, West IPC meets that standard as well."