

## Case Study:

### Optimise - Delivering Improved Business Performance



#### Customer Profile:

HBCS (Hospital Billing and Collection Service), provide a comprehensive range of high quality accounts receivable management services, exclusively for not-for-profit hospitals.

**Industry:** Collections

**Location:** Delaware, USA

#### Challenge:

- Build on existing “Best Practice” protocols.
- Combined 100% Recording & Quality Monitoring Solution.
- Agent Screen Recording
- Avaya G3 platform integration.
- Avaya PDS call indexing.

**Solution:** Optimise Enterprise

#### Results:

- Improved bottom-line business performance.
- Increased customer satisfaction.

“Our review process is now much more efficient for our Team Leaders. Defining specific call filters, enables us to immediately pick up on any training or coaching issues an agent might have.”

- Victoria Ostrow Director, Information Services and Technology, HBCS

#### The Company

HBCS (Hospital Billing and Collection Service), provide a comprehensive range of high quality accounts receivable management services, exclusively for not-for-profit hospitals.

#### Business Challenge

The Billing sector is a highly competitive market that is strictly controlled by both government and independent regulatory bodies. Clients take a zero tolerance approach to customer service and organisations such as HBCS are under constant pressure to improve their quality of interactions between customers and call centre agents. Whilst ensuring that all transactions are recorded and archived as a permanent record, in case of any possible future dispute management.

#### Vendor Selection

*“We went through a lengthy vendor selection process and brought in all of the major quality players in the market. Including Magnetic North, who we saw as an innovative company, with a fresh approach to call recording”* - Victoria Ostrow Director, Information Services and Technology, HBCS.

*“An added vendor challenge was the requirement to fully index and log calls on our Avaya Predictive Dialling System (PDS).”* - Tony Zulkowski Sr. Project Leader, Communication System

*“In the end we chose a call recording Partner, and that partner was Magnetic North, not only was Optimise the best technology fit for us, it also offered HBCS a feature rich solution that could meet all our current and future business needs.”* - continues Victoria.

The implementation of Magnetic North’s combined call and screen recording solution - Optimise, included replacing an existing call recording solution. This outdated and outmoded legacy technology was both counter productive and proving expensive to maintain and upgrade.

*“It was a very inefficient approach to quality monitoring and didn’t provide us with the scalability to meet our organisations growing needs.”*

Comments Tony Zulkowski Sr. Project Leader, Communication System, HBCS on their previous call recording system.

#### Feature Rich; Flexible; Resilient - A Winning Combination

Optimise provides HBCS with the security to record all of their incoming and outgoing calls, whilst built in Quality Management templates automatically highlight agent weaknesses.

This solves both quality and motivational needs, as well as recording for legislation and customer dispute management.

The ability to record, not only the voice component of a customer interaction, but also the agents interaction with existing business desktop applications, makes for a powerful performance tool that has implications through out the business. Delivering enhanced auditing capabilities by increasing agent visibility, unveiling previously hidden processes, knowledge and workload problems.

***“Team Leaders find the new system much easier to use, in handling disputes and managing their day-to-day monitoring. By filtering searches, Optimise has become a key tool to easily pick up on training and coaching issues any agent might have.” - continues Victoria Ostrow***

### Enhanced Agent Training

Using Optimise to review a select set of calls and score them against a managed criteria, irrespective of location, enables HBCS to identify key agent strengths and weaknesses and provide feedback regularly and effectively. Optimise also profiles each agent creating simple automated reports that enable HBCS to easily identify training requirements.

***“We wanted to ensure that our customer service representatives were delivering the very best in service, Optimise has allowed us to provide a comprehensive agent training and feedback programme.” - Adds Sheila Barnes, QAR Coordinator***

Optimise also allows agents to playback their own calls in preparation for a review. This dramatically improves agent motivation and retention, by allowing agents to be not only self-critical, but also take a more hands on approach in their development.

***“Our review process is now much more efficient for our Team Leaders. Defining specific call filters, enables us to immediately pick up on any training or coaching issues an agent might have.” - Victoria concludes***

Optimise has enabled HBCS to evaluate and report on all aspects of their agent calls. Designed to free up management time, Optimises 100 per cent web based infrastructure helps simplify the process of recording, retrieving and evaluating customer interactions regardless of location. Optimise provides team leaders with a truly objective tool for quality management, any number of “question templates” can be defined for evaluating agent calls.

This further enables HBCS to drill down on specific skill gaps on an individual basis, increasing agent motivation and ultimately improving customer service and potential revenues.

***“One of the great things about Optimise is the ability to instantly find a call, whether it was recorded yesterday or last year. By filtering searches calls can be found more or less straight away.” - Sheila Barnes***

### Risk Management

As HBCS continues to expand their business, they can do so safe in the knowledge that Optimise will continue to meet their growing requirements. Every user, from junior team members to Chief Executives can submit product improvement ideas with just one click. As a result, Magnetic North solutions continue to add key benefits, and customers are safe in the knowledge that whilst their business needs will evolve. Magnetic North can and will respond to these needs, protecting their investment and helping them retain a competitive advantage.

***“Through Magnetic North’s solution and only Magnetic North, are we able to directly influence the evolution of the solution. Anyone from agent to CEO can submit a product improvement and then track them online, this is great as it provides us with a continued return on our investment.” - Tony concludes***

### About Optimise

Optimise is a Web-based call recording and quality monitoring Solution for capturing voice and screen activity during customer interactions. Designed to free up administrator and management time by simplifying the process of recording, retrieving and evaluating customer interactions. Optimise is also capable of capturing every customer interaction for those businesses that have a legislative or compliance requirement. Optimise provides flexible and customisable web-based reporting facilities to allow business users to run reports quickly and easily.

### About Magnetic North

Magnetic North solutions are specifically designed to unlock employee productivity. Maximise, a proactive outbound contact solution, delivers increased customer contact volumes, whilst Optimise, our recording and quality management solution, enables improved agent performance.

Magnetic North’s solution architecture uses open industry standard technologies that delivers the very best in functionality, ease of use and provides a rapid return on investment. Close partnerships with our customers allow our solutions to continually evolve. Magnetic North enable companies to unlock the full potential of their workforce whilst helping them attain new levels of employee productivity and motivation.