

INDUSTRY

Healthcare

SOLUTION

Technology

PRODUCTS

Multichannel Communications

CLIENT STORY

Using technology for efficient growth:

RSA Medical Gets Flexible to Overcome Growth Challenges

The healthcare market in the U.S. is growing rapidly, posing unique opportunities and challenges for healthcare services organizations like RSA Medical. Bridging the gap between patients and health insurance companies, RSA Medical provides medical assessments and management services. Recently, its contact center reached capacity, and the company needed to expand service levels while keeping costs down.

Instead of building a new physical space for all 400 of its proposed new agents, RSA Medical explored an at-home agent solution. Though initially concerned about privacy and service quality issues, our proven results and deep experience in deploying at-home systems for the healthcare industry quelled all fears.

Working with an Avaya platform, we rolled out a pilot program for 20 agents. Enabling access to calls and applications from almost any desktop client, regardless of physical location, the solution eliminates the need for investment in endpoints, hard phones, and trunking. Agents use their own equipment, allowing for a flexible workforce and significant cost savings. Set up charges are in the hundreds, rather than thousands, of dollars. RSA estimates savings of at least \$1,200 per agent, totaling nearly \$300,000 in equipment alone for full deployment.

The system connects medical records, insurance information, and personal data, so security is of paramount concern. But all data is centralized and guarded with a sophisticated

authentication system that limits agent access, keeping sensitive customer information secure. In addition, the platform's thin client data is locked and does not persist between sessions for added security. With simple administration, the system places very little strain on RSA Medical's IT resources.

RSA Medical immediately noticed improvement in sound quality and lack of dropped calls. Agents could provide an excellent customer experience from beginning to end.

The flexible design allows RSA to maintain business continuity. The company can easily switch from physical centers to remote agents to avoid potential interruption of service. Agile scalability provides the capability to ramp up quickly and easily, and RSA can now hire agents from a broader pool of qualified applicants, unhindered by geographical limitations.

The pilot's initial success has expanded to 50 agents, with plans to jump to 250 remote agents in 2015. The solution has enabled RSA Medical to maximize cost savings, operational efficiencies, security, quality of services, and growth potential.

RESULTS

No real estate
investment
needed

\$300,000
in hardware costs savings

Minimal
client IT resources