



Ambient Success Story – Lowering Costs with an IVR Application Upgrade

Client Need:

One of the nation's largest third party claims administrators for healthcare benefits, CBCA, needed to provide fast, accurate and convenient access to the information requested by their clients while lowering operational costs.

Project Background and Challenges:

As CBCA experienced growth, call center agents handled an increasingly high volume of calls, with a low percentage of the calls being serviced by CBCA's existing Conversant® V6 system. The low usage on the Interactive Voice Response (IVR) system suggested that many callers were bypassing the IVR all together and going straight to an agent. As a result, CBCA experienced increased operational costs (including human resource and long distance costs) and customer frustration.

Based on technical needs and a tight timeline, CBCA called in Ambient consulting to upgrade their IVR system.

The Ambient Effect:

To service more customers simultaneously and encourage callers to use the automated IVR system Ambient's solution utilized two components:

1. Implementation of Avaya's UCS 1000 to handle call processing, media services, administration, and maintenance. The system was matched on a number of variables, including its scalability – additional ports can be incorporated, paving the way speech recognition in the future.
2. Combination of the three existing applications (Claims, Benefits and Eligibility). This added access to additional data elements and enhanced the navigational rules of the application itself, allowing for ease of use.

The Results:

The system changes implemented by Ambient on the Avaya platform allow CBCA to service more customers simultaneously, provide a consistent message, and lower operational costs.

The new application increased the IR usage from 73% to 90%. With this, 7% more calls were resolved in the IR. This resolution rate allowed CBCA to achieve savings of \$15,435 per month, with 343 fewer calls being serviced by an agent each day. Accordingly, approximately six agents per day were freed up to focus on other call center tasks. These benefits assisted CBCA in achieving a ROI of five months.

"Ambient Consulting has always delivered a high quality product for us on time. Ambient has a great reputation with us." ~ CBCA management.