

American Postal Workers Union Health Plan

GOVERNMENT

CASE STUDY

VHT Products:



Concierge®



Rendezvous®

Integrated, installed, and operational in less than three weeks

During first 6 months with Virtual Hold:

- over 3 months of hold time saved
- nearly 3,000 abandoned callers recovered
- peak ASA improved from 4.3 minutes to 3.5 minutes (19%)



“It was really unbelievable ... I’ve never seen an implementation go so well – it was one of the smoothest I’ve ever seen. I wish all installations went so well.”

Margaret Esposito,
IT Division Manager,
APWU Health Plan

Founded in 1960, the American Postal Workers Union (APWU) Health Plan is headquartered in Glen Burnie, Maryland, and employs 200 people, including 32 in its contact center. Dedicated to ensuring that members receive outstanding benefits at reasonable costs, the APWU Health Plan provides health insurance options to more than 141,000 postal and federal employees and retirees.

Challenge

The APWU Health Plan places great emphasis on providing excellent customer service to its members, so when increased membership and a new processing system caused additional strain on the contact center, the APWU Health Plan needed to address those challenges immediately. One part was improving operations and customer satisfaction with the Virtual Hold® solution. However contact center environments are incredibly complex, so installing the solution typically takes six to eight weeks.

“I said I need to get Virtual Hold installed in three weeks. Make it happen, and we’ll start today,” said Margaret Esposito, the IT division manager for the APWU Health Plan.

Immediately, the Virtual Hold project team began planning the integration and implementation, knowing that it would take teamwork and dedication to get the Virtual Hold solution operational in only three weeks.

Solution

Choosing to use the Virtual Hold Concierge® and Virtual Hold Rendezvous® solution set was easy. The Virtual Hold virtual queuing solution helps the APWU Health Plan to increase customer satisfaction and meet its service level targets. When the contact center experiences hold time, Concierge educates callers with the estimated wait time and then empowers callers to choose to wait on hold or to receive a callback in the same amount of time as if they’d waited on hold. Virtual Hold Rendezvous complements Concierge by empowering callers to schedule callbacks.

The Virtual Hold solution works effortlessly with Avaya Communication Manager, the backbone of the APWU Health Plan communications system. VHT engineers worked closely with the APWU Health Plan’s IT staff to purchase and configure the third-party hardware and software necessary for implementation. After producing the voice

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prompts for the Virtual Hold IVR, the prep work was done and the VHT Integration Engineer swiftly took charge of the installation to finalize software setup and configuration and to conduct staff training.

Results

Through tremendous teamwork, Virtual Hold Technology accommodated the APWU Health Plan's urgent need, and the Virtual Hold solution was operational in less than three weeks.

"It was really unbelievable ..." Esposito said. "I've never seen an implementation go so well – it was one of the smoothest I've ever seen. I wish all installations went so well."

In just the first six months of use, the Virtual Hold solution treated more than 125,000 callers, saved nearly 200,000 minutes of hold time, improved abandons by 40%, and dropped peak ASA from 4.3 minutes to 3.5 minutes.

In the three years since implementation, APWU Health Plan members have become more familiar with the Virtual Hold options, as evidenced by the ever-increasing utilization of the system. Initially the contact center saw about a 20% use rate when hold times were over 120 seconds. Now, however, nearly a third of members choose a Virtual Hold callback when offered a choice.

Esposito said that VHT's dedication and integrity are part of why the Virtual Hold Solution works so well. "They do what they say they're going to do," Esposito said, "and the system just worked." **VHT**

COMPANY SYSTEM PROFILE:

PBX/ACD: Avaya

CSRs: 32

Contact Centers: 1

VH Licenses: 24



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To learn more about opening new channels of communication into your contact center, contact your Account Executive or your Business Applications Engineer.