

Enterprise CRM for Health Plans™

Deliver superior customer service while reducing costs and meeting regulatory obligations. And do it all with easy-to-use tools that empower your employees at every customer interaction point.

When contacting their health plan provider about coverage, members rely on the representatives to provide consistent and reliable service. Yet, with health plan providers supporting an increased volume of eligibility and claims inquiries, it is becoming more difficult to strike a manageable balance of cost-to-compliance while maintaining superior customer service.

Fast and easy access to accurate data is the key to superior service

In many health plan companies, customer information is held in numerous systems, making it difficult to retrieve key data in a timely manner. This leads to inconsistent experiences across different contact channels, inefficiencies in the handling of transactions, and unwelcome frustration for members and customer service professionals alike.

- ▶ Is providing a consistent, holistic view of members to all your front-line employees critical to good customer service?
- ▶ Is offering self-service channels for members a de-facto industry standard that is expected from your organization?
- ▶ Is training an area where cost containment could significantly impact your bottom line?
- ▶ Are your members evaluating competitors for better service, products and pricing?
- ▶ Is managing the cost of interacting with your members a key imperative for business success?
- ▶ Can you quickly identify and adopt industry best practices?
- ▶ Is managing privacy, security and compliance requirements a high priority for your organization?

Deliver better customer service by leveraging existing investments to offer consistent service

Empower your customer service representatives to deliver proactive customer service by providing them the right information at the right time. You'll not only improve customer satisfaction but you'll build knowledge of member behavior and gain the ability to enhance loyalty.

- ▶ Integrate multiple channels of contact with customer relationship management software so staff can handle inquiries more quickly and efficiently.
- ▶ Create self-service options, including portals and interactive voice recognition, to lower costs and increase availability to members.
- ▶ Integrate and aggregate member information from a variety of legacy systems for consistent service.
- ▶ Apply smart workflows to prevent data from reaching unauthorized parties, ensuring the confidentiality and security of health data.
- ▶ Analyze member behavior to improve service, target products, identify profitable members and increase market share.

INDUSTRY FOCUS

Our solution includes processes and workflows to tackle your specific needs, lower implementation costs, and assist compliance with regulations.

The Avanade Enterprise CRM for Health Plans solution will help you:

- ⇒ Develop a consistent view of your members, regardless of the point of contact, so your employees can consistently access relevant information that helps them deliver excellent service.
- ⇒ Improve operational efficiency and reduce costs by enabling consistent and compliant handling of member inquiries and transactions.
- ⇒ Make the most of your existing communications and IT infrastructure while adding the operational cost savings of an integrated, CTI-enabled member relationship management system that is open, extensible, and tailored for health plans.

Choose a smart, proven CRM system customized for health plan organizations

Avanade offers a CRM solution tailored specifically for health plans that provides a complete and consistent view of each member at every point of contact with a familiar and easy-to-use interface. Avanade has joined forces with Microsoft®, provider of the fastest growing CRM product in the industry, and Genesys®, the world's leading provider of call center software, to create a CRM solution that you can use today and grow with tomorrow. Designed specifically for healthcare organizations, Avanade's Enterprise CRM for Health Plans Solution delivers world-class customer service through multiple channels and increases member loyalty.

Avanade's CRM solution for Health Plans is:

- ▶ Customized to support the unique business processes, privacy and compliance requirements, workflow, policies, and terminology of health plans organizations.
- ▶ Backed by an implementation methodology that leverages your current systems to the fullest extent possible while providing integration from your oldest legacy systems to your latest customer interactions.
- ▶ Easy to use with a productive and familiar Microsoft Outlook user interface.
- ▶ Flexible to implement in discrete phases and highly-scalable to handle future growth and expansion.

Our unmatched experience and key alliances give you the edge you need to compete and win in today's environment.

- ▶ Avanade's team possesses deep experience and expertise in the full range of Microsoft solutions, services, platforms, and development tools.
- ▶ Avanade Enterprise CRM for Health Plans includes industry-specific extensions and enhancements to core Genesys and Microsoft CRM technology to bring you a cost-effective, easy-to-use, high-performance CRM solution for the healthcare industry.
- ▶ Avanade has successfully deployed Microsoft CRM solutions in the enterprise more often than anyone else in the industry.
- ▶ Avanade's reusable assets decrease implementation time, reduce integration costs, cut training time, and easily integrate with existing systems.

About Avanade

Avanade is the leading technology integrator specializing in the Microsoft enterprise platform. Our people help customers around the world maximize their IT investment and create comprehensive solutions that drive business results. Additional information can be found at www.avanade.com.

To learn more about how Avanade can assist you, visit our website at www.avanade.com or call one of our major offices:

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