

"The new solution was completely stable in operation from the very beginning, and our staff got on with it extremely well. The whole system is much faster and more flexible than our old solution, and we had reduced the time per call by up to a minute, even during the course of the first month".

Roman Feierabend, IT Services Director, Medi24

Medi24 successfully adopts innovative call-centre CRM solution

Leading telemedicine consultation centre decides in favour of complete call-centre solution from Alcatel-Lucent, with Microsoft Dynamics CRM

Medi24, Switzerland's leading telemedicine consultation centre, is beating a new path – and with great success: this is the first company anywhere in the world to put an Alcatel-Lucent call-centre solution with integrated Microsoft Dynamics CRM into operation, with many new benefits as a result.

Medi24 is the most important telemedicine consultation centre in Switzerland. This subsidiary of the Swiss insurance company ELVIA is also a member of the Mondial Assistance Group, which is the largest provider of assistance services world-wide. Medi24 works on behalf of Swiss health insurance organisations and doctors' networks, issuing medical advice in Switzerland's three national languages (German, French and Italian) as well as in English. 80 graduate medical experts and an interdisciplinary team of doctors answer up to 3000 calls every day – and provide round-the-clock telemedicine consultations. About 350,000 calls were made to the centre in 2008, increasing to about 400,000 in 2009. More than 2 million individuals have access to the Medi24 services through health insurance providers and doctors' networks.

The focal point of Medi24's activities is its consultation centre, which accommodates 80 workstations. Several thousand medical enquiries arrive at this location every day. Most of the questions relate to acute health problems, arrangements for medical service providers and questions about medication. The existing telephony platform had reached the very limits of its capabilities within this rapidly-growing, dynamic company, and the CRM system was also showing its age; operations were becoming unstable and the Home Agents solution was expensive. The old solution, with an interface that had originally been developed in-house, was not providing sufficient support for the processes, and offered very little flexibility. Customer calls were accepted by the medical expert advisers and answered or transferred without being reported; there was no automatic distribution system or any connection with other applications. User dissatisfaction was growing in parallel.



Challenge

- First solution of this type world-wide
- Seamless integration of CRM system and telephony solution
- Development of new adapter between contact centre and CRM
- Removal of system previously developed in-house
- Cost reduction
- Integration of 20 Home Agents
- Easy-to-configure telephony solution
- Cost-effective Home Agent solution
- 6 months only

Solution

- Alcatel-Lucent OmniTouch Contact Center Premium Edition
- Microsoft Dynamics CRM 4.0
- Genesys GPlus Adapter for Microsoft CRM

Advantages

- Stable, flexible overall solution
- Easy to operate and administer
- Simple call routing configuration
- Seamless integration into Microsoft Office platform
- Fast modification of input interfaces while system is still in operation
- Lower operational and support costs
- Improved quality of service
- Simplified processes

As a first step, therefore, Medi24 carried out an evaluation exercise on new telecommunication platforms – which came out in favour of an Alcatel-Lucent OmniTouch Contact Center Premium Edition (OTCC PE), an outcome that provided the flexibility associated with this particular telecommunication solution, together with multimedia routing. “Experience and the many available references all argued in favour of Alcatel-Lucent, with NextiraOne as integration partner”, explained Roman Feierabend, IT Services Director at Medi24. The system was installed at the beginning of 2008. “A further in-depth analysis showed that it would not be possible to connect the modern Alcatel-Lucent telecommunication solution system to the existing proprietary IT solution”, remembered Mr. Feierabend. “The old IT solution was just not up to the new demands”. A search was therefore carried out for a modern, flexible contact-centre IT solution with “out-of-the-box” telecommunication integration. Following a further extensive evaluation exercise, Medi24 decided in July to use Microsoft Dynamics CRM.

One important argument in favour of this decision was provided by the Genesys GPlus adapter, which ensures seamless co-operation between Microsoft CRM solutions and Alcatel-Lucent’s call centre telecommunication solutions. “Operator-friendliness was also a crucial criterion”, said Roman Feierabend. “In addition, we also had to be able to adapt the solution simply and in real time to new requirements”.

World-wide innovation

Because Microsoft Dynamics CRM 4.0 was a new product version onto the market, the GPlus adapter between the CRM and OTCC PE had to undergo further development. As a result, it was necessary for the contact centre to go into



operation first, with the final integration being carried out at a later date. Close collaboration between all those involved in the project formed the basis for the success of this first-ever project of this type world-wide. Alcatel-Lucent delivered the hard- and software and configured the adapter to the CRM, while NextiraOne implemented the telecommunication solution. redIT, the CRM implementation partner, worked closely with Medi24's health advisers in order to develop a user platform that would be tailored as closely as possible to the actual practical conditions; they also defined the appropriate input interfaces. The flexibility of this solution allows changes to be made at a later stage without any difficulties. Because the new telecommunication solution was already in place, but not in operation, it was possible to run comprehensive tests on the complete new solution.

The system went live in February 2009, i.e. during the period when the telemedicine consultation centre always has to deal with the greatest number of calls as a result of the high level of insurance scheme changes. "That was certainly a gamble", said Roman Feierabend, looking back, "but one that was justified by the results. The new solution worked with absolute stability from the very beginning, and our staff coped outstandingly well with the change". Even after a single month of operation, it was clear that we had been able to reduce the time per call by up to a minute. The interaction via the adapter between Microsoft Dynamics and the Alcatel-Lucent telecommunication solution worked extremely well. When advisers now take a call, they usually automatically see the Client (health insurance scheme or doctors' network) to which that caller is assigned. At the same time, the system opens a user interface to search for the individual's personal details, including the telephone number. Once the person

has been identified correctly, the agent can go to the various service provision areas. Special expert systems are available for medical advice and information on medication. When the adviser moves to these systems, all the core data is carried over completely automatically from the CRM, while the results obtained from the expert systems are automatically saved into Microsoft Dynamics CRM at the end of the consultation.

Impressive results

"The whole system is much faster and more flexible than our old proprietary solution", is Roman Feierabend's happy conclusion. "We used to have to shut down the whole system to make any alterations to the input interfaces, but we can now do these within minutes while the system continues to operate. The higher performance, optimised processes and improved ergonomics can reduce the time per call by as much as one minute. A flexible solution also allows the 20 Home Agents to be integrated into the contact centre without any problems. A soft panel solution from Alcatel-Lucent provides an adaptable overview of the Call Centre, and the system is exceptionally easy to administer.

The system has experienced a very high level of acceptance from the staff because it is easy to use, and because live information is always available to support the medical experts in the consultation process. It has been possible to simplify the processes enormously, and detailed analyses options have now become available to Medi24. A further positive effect of the new overall solution is represented by the increase in productivity and reduction in administration and development costs. The lead time for the new solution was only five months, while the return on investment was less than a year.



During this year alone, the fax and mail routing system is expected to be integrated into the complete contact centre solution. Medi24 is also planning that workforce management should form one of the next stages of the project. A link to the system operated by the parent ELVIA group may also be set up in 2010, and connection to other medical sub-systems is a further topic under discussion.

About Alcatel-Lucent

High-quality solutions for data and voice communication, combined with application from a single source: this is what Alcatel-Lucent has provided throughout Switzerland and with various partners for more than 70 years. We place special value on the proximity to our customers and focus strongly on service. Alcatel-Lucent (Euronext Paris and NYSE: Alcatel-Lucent) provides solutions so that service providers, businesses and public organisations can make voice, data and video-communications services available to end-users across the world. Alcatel-Lucent is a market leader in fixed network, mobile phone and convergent broadband networks, using IP-based technologies, applications and services. The company offers end-to-end solutions so that people can communicate with each other at home, at the workplace and as they travel about. With a presence in more than 130 countries, the global player is also a local partner around the globe. Alcatel-Lucent achieved a turnover of €16.98 billion in 2008. The business is registered in France and its headquarters are located in Paris.

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NextiraOne is a leading provider of integrated solutions for efficient, reliable business communication throughout the whole of Europe. The entire life cycle of a network is covered, from consultancy and design through implementation to management. NextiraOne works independently of manufacturers, as an integrator for convergent speech and data networks, contact centres, business protection and services. It employs best-in-class technologies from leading partners such as Alcatel-Lucent. The services function represents one of NextiraOne's core competencies; these services form the basic key factor in the success of projects and in the formation of a partnership that is intended to endure for the longer term. The complete solutions provided by NextiraOne guarantee that the individual requirements of the customer will continue to be satisfied in full into the future.

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