

CLIENT STORY

Streamlining Contact Center Operations

Healthcare Insurance Provider's Journey to Enhanced Efficiency



In the dynamic and complex world of healthcare insurance, efficient communication and data management are paramount. This case study explores how a regional healthcare insurance provider, faced with critical challenges in their contact center operations, partnered with MicroAge to implement a cutting-edge solution that not only addressed their immediate concerns but also positioned them for future growth and innovation.

THE CHALLENGE

The healthcare insurance provider, operating with approximately 65 contact center agents and several hundred total agents, was grappling with significant operational hurdles:

- **Inconsistent Call Routing:** Inefficiencies in handling customer inquiries led to delays and impacted service quality.
- **Delayed Recording Retrieval:** The organization struggled to meet regulatory requirements for submitting call recordings within 24 hours, with actual retrieval times sometimes extending to several days or even a week.
- **Forced Migration and Rising Costs:** Following the acquisition of their contact center technology provider, the insurer was given less than three months to migrate to a new platform, with significant cost increases and limited flexibility. The abrupt timeline and lack of support from the new provider threatened business continuity and compliance.

SOLUTION BENEFITS

MicroAge helped the client evaluate leading cloud-based platforms, ultimately guiding them to select RingCentral. MicroAge and the new solution also helped with:

- Timeline negotiation
- Seamless migration
- Customization
- Compliance and storage
- AI-powered feature enhancements

THE SOLUTION

MicroAge's UCaaS experts engaged quickly, working with the client to assess their requirements and explore alternatives to the legacy solution, which was not tailored to their needs and came with unwelcome escalating costs. MicroAge helped the client evaluate leading cloud-based platforms, ultimately guiding them to select RingCentral for its robust call management, customizable features, and compliance-ready call recording storage.



With MicroAge, you can transform customer service with one end-to-end technology services and solution partner.

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“We were dealing with major operational challenges,” recalls the company’s IT Director. “Our customer service was on the line, and we needed a quick solution. With a tight deadline, we risked moving to a platform we weren’t confident was right for us long-term.”

THE SOLUTION (cont.)

Key elements of the solution included:

- **Timeline Negotiation:** MicroAge quickly engaged the legacy provider and successfully negotiated a two month deadline extension, which relieved pressure on the requirements gathering and evaluation process.
- **Seamless Migration:** MicroAge negotiated critical deadline extensions, buying the client valuable time to make an informed decision and execute a smooth transition away from the legacy platform.
- **Customizable Contact Center:** The new RingCentral solution provided flexible call routing, advanced analytics, and the ability to evolve as business needs changed.
- **Compliance and Storage:** The platform enabled rapid retrieval of call recordings-within minutes-and offered secure, cost-effective storage for the required seven-year retention period.
- **AI-Powered Enhancements:** The client gained access to AI-driven tools, such as intelligent virtual agents (IVA), to streamline inquiries and further improve operational efficiency.

THE BENEFITS

By implementing the new solution with MicroAge’s guidance, the healthcare insurance provider realized several key advantages that transformed their contact center operations:

- **Improved Customer Experience:** Fast, consistent call routing and real-time access to recordings enhanced service delivery and compliance.
- **Operational Flexibility:** The client retained the ability to customize workflows and reporting, supporting ongoing process improvements.
- **Cost Predictability:** The new solution provided transparent pricing, with the first year of call recording storage included at no additional cost.
- **Future-Ready Platform:** Integration of AI features and cloud scalability positioned the insurer to adapt to future technology and regulatory changes.

THE RESULTS

The MicroAge-managed platform transition delivered measurable benefits for the healthcare insurer:

- Operations are now streamlined, with efficient call routing and recording retrieval supporting compliance and customer satisfaction.
- The client avoided costly, unsuitable migration risks and gained a clear plan for future improvements.
- MicroAge’s expertise ensured the client’s needs remained the top priority throughout the process.



You don't have to go it alone. Find out how MicroAge can help you optimize and secure your organization. **Call us at 800-544-8877 or visit microage.com**

