



## Customer Profile

LifeCare Assurance Company

## Industry

Insurance

## Witness Systems Solutions

- eQuality® ContactStore for IP

## Region

North America

## Location

Woodland Hills, California

## Number of Contact Center Representatives

55

## Results

- Increased overall monitoring productivity 20 percent
- Increased supervisor productivity 13 percent
- Decreased error rates 7 percent

## About LifeCare Assurance Company

LifeCare Assurance Company (LifeCare), located in Woodland Hills, California, is a reinsurer that administers long term care insurance policies for major insurance companies nationwide. LifeCare's operations are highly automated, utilizing the latest technology computer systems and office equipment. Underwriting, policy issue, claims, policyholder service, marketing support and all other company functions are performed in its Woodland Hills facility. Currently, LifeCare staffs approximately 250 employees, with more than 50 in its contact center operations.

## Opportunity

As a long-term care insurance administrator, LifeCare Agent Service Representatives (ASRs) handle a variety of calls from insurance agencies' management and staff, ranging from policy guidelines to billing adjustments. "LifeCare ASRs interact with insurance agents and their support staffs throughout the country," says Jim Rogers, vice president, technical infrastructure. "To gain new business with these agencies, high quality interactions are paramount." LifeCare needed to ensure questions were being fielded accurately, and that ASRs handled every single call in a courteous, efficient way. Prior to the implementation of eQuality ContactStore for IP, the company used a very dated recording solution that did not capture all of its customers' calls.

Recognizing that an automated customer interaction recording solution was an immediate requirement, LifeCare wanted to invest in technology that was easy to use, and quick to implement. To protect its current converged voice and data network investment it needed to easily integrate into its existing Voice over Internet Protocol (VOIP) environment. Additionally, LifeCare required that the software provide media and storage independence, but also have the ability to generate recorded calls from an archived source. By implementing such a solution, LifeCare would be able to record 100 percent of its calls for compliance purposes, automate many of its internal processes, and use the customer intelligence captured to refine and enhance its customer support initiatives.

## Solution

Looking to introduce a robust, highly reliable customer interaction recording solution, LifeCare implemented Witness Systems' eQuality ContactStore for IP to fulfill its recording technology requirements from both a compliance recording and quality monitoring perspective. eQuality ContactStore for IP captures and stores customer voice and data interactions in LifeCare's Internet protocol (IP) telephony environments. Its recording platform allows for 100 percent, full time recording. eQuality ContactStore for IP gives LifeCare quick, easy access to recorded customer contacts. Using eQuality ContactStore for IP, LifeCare estimates that it has increased productivity by about 50 percent.



*"As a third party administrator of long-term care insurance, our business needs require a full time recording solution. eQuality ContactStore, operating in our Cisco telephony environment, helps us meet our recording, archival and retrieval needs, saving both time and money. Our representatives handle thousands of calls from insurance agents monthly, and the eQuality ContactStore solution gives us the technology to capture and store data that is critical to our daily operations."*

**Jim Rogers, Vice President, Technical Infrastructure, LifeCare Assurance Company**

LifeCare leverages all monitoring methods offered through eQuality ContactStore for IP. The company records all interactions, and supervisors and managers playback, review and evaluate samples of ASR interactions from a quality standpoint. Another feature – executive recording – allows a supervisor or ASR to record a call from beginning to end at the press of a button. Prior to implementing the solution from Witness Systems, LifeCare's recording method was a manual process and retrieving calls required great amounts of time. Using an automated recording solution, LifeCare has streamlined supervisor activity, resulting in a 13 percent increase in productivity. In addition to these recording features, supervisors are able to proactively listen to ASR interactions using the live monitoring capability for real-time review of an ASR's performance.

Using eQuality ContactStore for IP gives LifeCare the ability to gain greater value from telephone contacts by immediately recording, categorizing, notifying and storing IP telephony calls. Virtually all areas of the company including marketing and claims, as well as policy owner services, use the solution. "eQuality ContactStore for IP has had a dramatic effect on the business processes we use," comments Gwen Franklin, vice president of marketing services. "Using the intelligence captured from this technology, we are able to solve critical business issues by reviewing calls and focusing on solutions that work."

Additionally, the solution has been beneficial to agents not only from an auditing and coaching perspective, but they also use eQuality ContactStore for IP to get feedback or to correct written documentation. "LifeCare understands

the impact of precision with regard to policy information," says Rogers. "The eQuality solution has helped us identify situations where issues could have been resolved had the ASR entered the correct information, and now we can track occurrences like this, so fewer errors are made." As a result of its eQuality implementation, LifeCare's error rates have declined by seven percent.

In addition to using eQuality ContactStore for IP for compliance, monitoring and coaching purposes, the solution has also proven beneficial for training new hires. To ramp up newly hired ASRs, a training manager reviews "best practice" contacts captured by the solution to provide examples. "The new ASRs have the opportunity to hear examples of high quality customer interactions to learn how to most effectively handle certain situations," explains Telecommunications Engineer Mike Kim. "This experience helps an ASR know exactly how to respond in the most professional manner as possible."

The solution also has been beneficial in dispute resolutions. LifeCare ASRs pre-qualify clients for insurance agents. On occasion, it has been brought to LifeCare's attention that incorrect information and/or responses were given to the agency. Using the eQuality ContactStore for IP, the supervisor or manager can perform a search, retrieve the contact, and review the interaction to investigate whether or not the agency was given the best and most accurate information possible. "Having the capability to review calls where the information is questionable is a major benefit," adds Kim. "Being able to find these contacts quickly helps save us time, but it's also helpful in resolving any questionable circumstances surrounding a policy or claim."



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WITNESS SYSTEMS

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