



## ValueOptions

Covering over 24 million lives through a variety of direct contracts with health plans, employers, as well as government agencies, ValueOptions is a national managed care company that specializes in disease management for all mental health and chemical dependency diagnoses. ValueOptions supports the unique needs of client organizations with traditional managed care products, integrated behavioral healthcare services, as well as wellness and prevention initiatives and work-life programs. Leveraging a national behavioral health provider network of over 70,000 practitioner locations, ValueOptions puts the clinical well being of its members as its first and foremost priority. For more information, visit [www.valueoptions.com](http://www.valueoptions.com).

### Challenge

ValueOptions has a universal contact center fielding 2.5 million calls per year. Historically, those calls were handled over seven different independent contact centers that were geographically dispersed. They had varying technologies at each site with different levels of functionality. Each service center was essentially an island and it was not possible for customer service staff from less busy call centers to assist other contact centers during peak calling intervals. In some cases, there were multiple customer service representatives supporting the same customer. This under- and over-agent utilization was affecting employee satisfaction and the customer experience.

In addition, managing multiple contact centers presented significant resource management challenges. Statistics on call handling, such as customer wait times and average call handling time, were not uniformly collected or effectively managed. This made measuring overall corporate performance almost impossible. With stand-alone call centers, ValueOptions was missing out on opportunities to unify and streamline management and operations.

### Solution

ValueOptions made a strategic decision to standardize on Avaya's cutting edge technology as a foundation to support blended media and future enhanced applications available through intelligent communications. With the Avaya Single Image Switch and Inter Gateway Alternate Routing supporting its operations, ValueOptions is able to leverage staff across its 23 service centers. It can now take full advantage of features like virtual routing and Service Level Maximizer to improve service levels to balance call distribution and share resources across the enterprise. Customer service, overall staff productivity, customer wait times and abandons have all improved.

ValueOptions' contact center managers rely on a rich set of reports and real time statistics available with the Avaya Call Management System. This provides them with invaluable new insight into how ValueOptions is really serving its members.

**“ We at ValueOptions are leveraging every cutting edge aspect of Avaya’s converged solutions offering. We’ve layered our own quality assurance, testing and risk mitigation processes on top of Avaya’s visionary offerings in order to implement best in class, best of breed telecommunications solutions to proactively stay ahead of the curve in delivering superior service with zero service disruption that can commonly be experienced with implementations and upgrades to telephony switches. ”**

— Elizabeth Snyder, Vice President, Information Technology Customer Service Solutions

#### Applications and Services

- Avaya MultiVantage™ Communications Applications
- Avaya Communication Manager
- Avaya S8710 Media Server
- Avaya S8500 Media Servers
- Avaya S8300 Media Servers
- Avaya G700 Media Gateway in LSP
- 4600 Series IP Telephones
- Avaya Call Management System
- Avaya INTUITY® AUDIX® Voice Messaging
- Avaya Modular Messaging
- Avaya BusinessPartner for Implementation Services

## Results

By creating a single virtual contact center, ValueOptions has been able to:

- **Increase productivity.** Agents with load balancing and contact center operations have easy access to data to manage the business.
- **Improve customer experience.** They have significantly reduced call handling times and the number of abandoned calls.
- **Show significant ROI impact.** Routing calls over the WAN and leveraging the IP network has substantially reduced communications expenses.

**“ Our goal is never ending. We are continually evaluating opportunities to improve our customers’ experience. Avaya’s solutions are assisting in that goal. ”**

— Josephine Hargis, Vice President of Corporate Customer Service

For more customers leveraging intelligent communications for a competitive advantage, go to [avaya.com](http://avaya.com) and click on “Hot Topics” and select “ICONS.”

