

About Benefit Management Inc. (BMI)

Benefit Management Inc. (BMI) provides customized, high-quality health benefits administration programs to self-insured companies, association plans, and state high-risk pools nationwide. Based in Great Bend, Kansas, with an additional office in Overland Park, Kansas, BMI is one of the Midwest's leading third-party administrators with a reputation for flexibility, innovative services, and outstanding customer service. BMI currently administers benefits for about 45,000 members nationwide. Benefits packages include healthcare, life insurance, dental and vision plans. Its self-insured clients range from small employers with a single location to national employers with multiple work sites across the country. BMI is the leading third-party administrator of benefits services for state high-risk pools serving Kansas, Iowa, Alaska, Washington and New Hampshire. It also manages plans for retail businesses, universities and colleges across the United States and has participants in every state.

Mission: Vision for Call Center Efficiency

Michelle Kaiser, vice president of Information Systems for BMI, identified the need for a business telephone system that would:

- Provide BMI's client companies with highly effective and quality relationship management services;
- Answer the need for organizational efficiency and productivity and support BMI's profitability;
- Meet strict government regulatory compliance requirements;
- Effectively handle the 13,000+ monthly incoming calls;
- Increase call center efficiency by improving call handling, routing and reporting;
- Provide the ability to add remote call center agents for a low cost;
- Allow for custom call center reporting;
- Improve customer service within the call center; and
- Provide 24/7 reliability, with zero down time.

In recognizing these needs, Kaiser turned to Nex-Tech, an Authorized Toshiba Dealer located in Hays, Kansas. Nex-Tech has been an Authorized Toshiba Dealer for more than five years.

Mark St. Peter, sales representative at Nex-Tech, recommended Toshiba's Strata® CIX™ IP business telephone system and Strata ACD call center solution for BMI's robust needs.

Solution: Toshiba Strata CIX Exceeds BMI's Goals

Installed by Nex-Tech, BMI has a Toshiba business telephone system that consists of:

- A Strata CIX670 business telephone system at the BMI headquarters in Great Bend, Kansas;
- 20 IP phones connected via Strata Net over fiber at BMI's second location;
- 100 digital telephones at the Great Bend headquarters, plus Strata Call Manager software for all call center agents;
- Additional IP phones to support remote workers;
- A total of 96 digital station ports and 16 IP trunks;
- Strata ACD Call Center solution with TASKE reporting and OASYS® Tracer recording solutions;
- Strata MAS with Auto Attendant and Centralized Voice Mail; and
- Network eManager® for remote management of all systems.

Industry:
Insurance/Healthcare

Major Accomplishments:

- Helped meet strict government regulatory compliance requirements
- Networked remote location to headquarters using fiber
- Connected remote mobile soft phones for additional remote users
- Improved call center customer experience
- Improved internal and external communication
- Provided unbeatable system reliability



Michelle Kaiser of BMI and Mark St. Peter of Nex-Tech worked together to create a Toshiba business phone system that would handle BMI's 13,000 monthly incoming calls.



BMI Customer Service Representative Barbara Button utilizes Toshiba's Strata Call Manager to handle incoming customer calls.

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Result #1: Helps BMI Meet Regulatory Compliance Requirements

With the government's ever-changing and increasingly strict reporting requirements for third-party administrators of benefits, BMI must be able to provide detailed, custom call center reports. With healthcare reform, the requirements have become even more stringent. Utilizing Toshiba's Strata ACD Call Center with TASKE reporting and Tracer recording solutions, BMI is able to meet the mandated regulatory compliance.

Call center improvements include being able to report on call logs by type of call, call log codes, routing to agent based on type of call, prompts to the user, and more. BMI uses call recordings made using the OASYS Tracer solution for compliance as well as agent training. Having the call recordings improves training for both new and existing employees and helps resolve any issues related to benefits management.

Result #2: Improved Call Center Efficiencies

BMI has call center agents at two locations: the company headquarters in Great Bend, and BMI Campus 2, also located in Great Bend. Agents can easily log into their groups, making it efficient for BMI to hire remote agents when the need arises.

BMI has a total of 18 call center groups with 44 ACD sub-groups that are manned by 74 agents and seven supervisors. Seventeen groups are set up to handle specific government pools. A separate commercial group handles calls for the non-government customers. Using Toshiba Strata Call Manager, agents have the customer information they need on their screens and can easily call for help from a supervisor using the "Chat" function for instant messaging.

More than 13,000 calls go through the BMI telephone system every month, with peaks of 16,000 calls per month during renewal periods. The Toshiba Strata ACD system helps BMI agents efficiently take care of every customer while also meeting compliance requirements.

Result #3: Seamless Networked Environment

Utilizing Toshiba's Strata Net IP networking solution, BMI is able to seamlessly network its Strata CIX670 business telephone system with its main location at Great Bend and the second remote call center agents using Strata Call Manager. This centralized system allows for a centralized call center and centralized voice mail across all locations. The Great Bend location also has data center replications for system redundancy, a requirement for government regulatory compliance.

Four-digit dialing between locations also helps improve internal communication since the system is fully networked across the sites.

Bottom Line: BMI Meets Compliance Regulations and Improves Call Center Efficiencies With Toshiba IP-PBX

The new Toshiba Strata CIX telephone systems have helped BMI meet its communications objectives, including:

- More efficiently and effectively meeting government regulatory compliance requirements;
- Doing more with its call centers, including improving call handling and routing, custom reporting, call recording, and utilizing the Chat feature between supervisors and agents; and
- Improving the customer experience for its callers as they can more quickly route to agents who can assist them with important information on-screen using Strata Call Manager.

"Our Toshiba telephone system works for us and accommodates our needs – we don't have to accommodate it. It's a work horse and does what we need it to do, reliably and efficiently."

Michelle Kaiser, VP Information Technology, BMI



BMI's call center agents rely on the Toshiba Strata ACD and OASYS Tracer to manage thousands of incoming calls every week while also meeting government compliance requirements.

"Thanks to Toshiba and Nex-Tech, we were able to significantly improve our call center capabilities, meet government regulatory compliance requirements, and give our customers the best possible customer service experience."

Michelle Kaiser, VP Information Technology, BMI

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