

## Impact 360 Success Story: LifeCare Assurance Company

**CUSTOMER:**  
LIFECARE ASSURANCE COMPANY

**INDUSTRY:**  
Insurance

**SOLUTIONS AND SERVICES:**  
Impact 360™ Recording (IP)

**REGION:**  
United States

**LOCATION:**  
Woodland Hills, CA

**NUMBER OF AGENTS:**  
100

**RESULTS:**

- Seven percent reduction in error rates
- Improved quality and consistency
- Faster, more convenient access to recordings
- Improved ability to resolve business issues and disputes based on actual transactions
- Enhanced coaching and training for agent service representatives
- Ability to meet client reporting and auditing requirements

### OPPORTUNITY

LifeCare Assurance Company provides major insurers with customized, long-term care insurance programs. The company prides itself on using the latest technology to help its clients offer optimal service in the highly competitive insurance industry.

LifeCare handles underwriting, policy issuance, claims, policy holder services, agent services, and other functions at its executive and administrative operations in Woodland Hills, California. The company's main contact center is also located at this facility and operates Monday through Friday from 7 am to 5 pm. Additionally, LifeCare operates a remote contact center in St. Louis that performs outbound calling and supports home agent underwriters.

In 2002, the costs associated with traditional telephony prompted LifeCare to conduct a pilot using voice over Internet protocol (VoIP) in its contact centers. At the same time, the company concluded that its time-consuming, manual recording methods had become obsolete. It sought an automated recording solution that would provide 100 percent recording in its new Cisco IP telephony environment.

### SOLUTION

LifeCare Assurance selected Impact 360 Recording\* from Verint® Witness Actionable Solutions™ to capture the calls coming into its California contact center. This solution provides LifeCare with robust, reliable, full-time IP recording, a wide range of monitoring methods, and the opportunity to share information and use recorded calls in training and coaching programs across the enterprise.

LifeCare leverages a wide range of Impact 360 Recording's monitoring methods. The company records all interactions, and supervisors and managers play back and evaluate sample interactions from a quality standpoint. With the press of a button, agent service representatives (ASRs) and supervisors can record a call from beginning to end — even if they press the button after the call has already started.

### BENEFITS

Using Impact 360 Recording 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 use the solution. "Impact 360 Recording has had a dramatic effect on our business processes," comments Gwen Franklin, vice president of marketing. "Using the intelligence captured from this technology, we are able to solve critical business issues by reviewing calls and focusing on solutions that work."

For example, the solution has been helpful in reducing error rates, which have declined by seven percent. "LifeCare understands the impact of precision with regard to policy information," says Jim Rogers, vice president and chief information officer. "Impact 360 has helped us identify situations where issues could have been resolved, had the ASR entered the correct information. Now, we can track occurrences like this, so fewer errors are made."

\* At the time of implementation, the solution was called Impact 360 Compliance Recording and was offered by Witness® Systems. Since then, the solution has been renamed Impact 360 Recording and Witness Systems has become part of Verint and renamed Verint Witness Actionable Solutions.

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*“As a third-party administrator of long-term care insurance, our business needs require a full-time recording solution. Impact 360 Recording, operating in our Cisco telephony environment, helps us meet our recording, archival, and retrieval needs, saving both time and money.”*

– JIM ROGERS, VICE PRESIDENT AND CHIEF INFORMATION OFFICER, LIFECARE ASSURANCE COMPANY

Impact 360 Recording is also useful in dispute resolution. LifeCare prequalifies clients for insurance agents, and occasionally, incorrect information is passed along. Using the information captured by the recorder, the supervisor or manager can perform a search, retrieve the contact, and review the interaction to investigate whether the agency was given accurate information.

“Having the capability to review calls where the information is questionable is a major benefit,” explains Debbie Lewis, manager of agent services. “Being able to find these contacts quickly not only saves time, but also helps resolve any questionable circumstances surrounding a policy or claim.” Because recordings can be easily saved in a variety of formats and played back, they are particularly beneficial for coaching and training purposes. To ramp up newly hired ASRs, LifeCare’s training managers review “best practice” recordings captured by Impact 360 Recording and use them as real-life examples. “The new ASRs have the opportunity to hear examples of high-quality customer interactions to learn how to most effectively handle certain situations,” Lewis says. “This experience helps an ASR know exactly how to respond in the most professional manner possible.”

From a coaching perspective, the recordings are especially valuable. Many agents request coaching and will ask to review their calls to see how they can improve.

As a third-party insurance administrator, LifeCare must not only meet its own standards for quality, but also those of its client companies. Service level agreements are set on a monthly basis, and LifeCare must answer 90 percent of calls within 30 seconds. In addition to the reports that LifeCare provides each month, some client companies ask to listen to a sampling of calls. To assist with this process, LifeCare is preparing to implement Impact 360 Recording’s keyword functionality, which will tie the words that LifeCare specifies to recorded contacts, making these contacts even easier to search.

### About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions™ was formed as a result of Verint’s successful combination with workforce optimization provider Witness Systems. Our software and services enable organizations to capture and analyze customer interactions, improve workforce performance, and optimize service processes in contact center, branch, and back-office operations.

### Verint. Powering Actionable Intelligence.®

Verint Systems Inc. is a leading provider of actionable intelligence™ solutions for an optimized enterprise and a safer world. More than 10,000 organizations in over 150 countries rely on Verint solutions to perform more effectively, build competitive advantage, and enhance the security of people, facilities, and infrastructure.



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