

Case Study: IVR/Fax

For the past 13 years, Southwest Service Administrators has saved over \$380,000 annually/9:1 ROI with Healthx's IVR/Fax service.



CHALLENGE

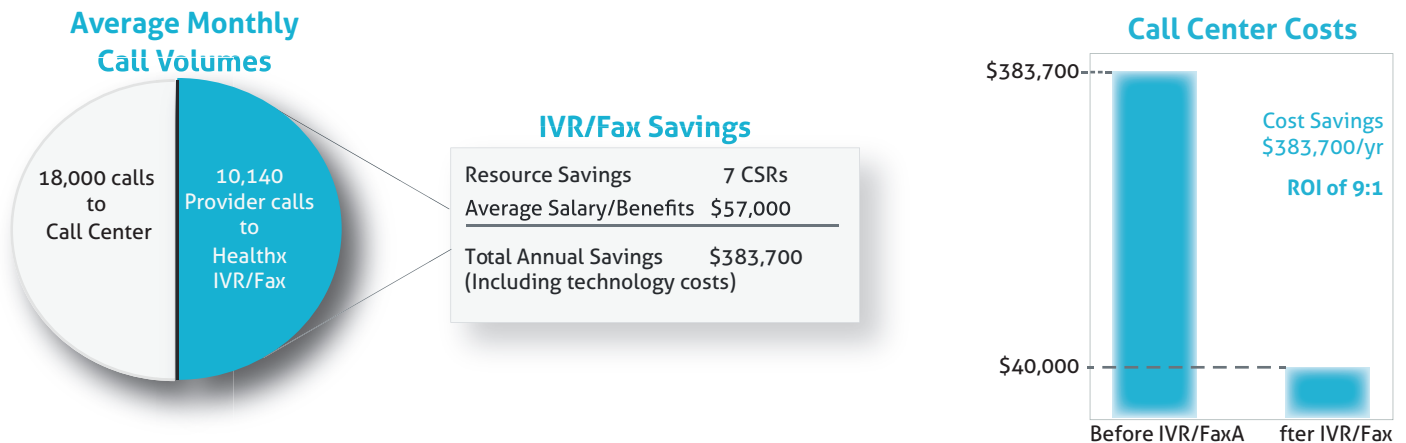
Southwest Service Administrators and other administrators servicing Taft-Hartley self-funded health and welfare plans, experience higher provider calls. Since providers call monthly to check plan member's eligibility status and benefits, call center volumes can be quite significant.

SOLUTION

Southwest Service Administrators directed all their provider calls to the Healthx IVR/Fax service. When a provider requests coverage information, they follow verbal prompts using a phone keypad. The IVR technology responds to the provider's inquiry with a verbal playback and includes an option to have a fax sent to their office.

Jacque Escobar, manager of information systems says, "Adoption of the IVR/Fax service drastically reduced the number of calls to our customer service department. We were able to reduce call hold time, call abandonment rate and the ratio of customer service representatives to employee covered lives."

IMPACT



About Southwest Service Administrators

Southwest Service Administrators was created in 1995 as an independent Third Party Administrator (TPA) to provide unique and specialized services to labor-management, Taft-Hartley Trust Funds. Their mission is to provide superior customer service to our clients in all areas of self-funded health & welfare trust funds, defined benefit and defined contribution pension plans and legal, training and vacation plan administration.