



INTERACTIVE INTELLIGENCE[®]
Deliberately Innovative

Case Study

Summary

Customer: Philips Healthcare

PHILIPS

Headquarters: Atlanta, GA

Industry: Healthcare

Product(s) Replaced:

- On-premise contact center solution

Number of Users:

- 800 clinicians worldwide

Challenge: Replace outdated on-premise contact center solution with a more cost-effective hosted solution that could scale to hundreds of users across global sites, while providing additional multichannel functionality.

Product(s) Deployed:

- CaaS Contact Center

Benefits:

- Virtualization enables agents to work at home when needed to ensure uninterrupted customer service
- Fast roll-out of wide range of contact center technologies for overall improved customer service and investment protection
- Fast roll-out of new routing scheme for increased imaging center uptime
- Common global platform to support worldwide contact centers for reduced costs
- Reduced pressure on IT department for increased operational efficiencies

Philips Healthcare Chooses Communications-as-a-Service Solution for Global Contact Centers

Cost-effective hosted solution results in faster, more reliable, and flexible customer service

About Philips Healthcare

Philips Healthcare is a global developer of health imaging devices. It develops solutions that deliver value throughout the care cycle wherever care is given, whether in the hospital or at home. Solutions include everything from disease prevention, screening and diagnosis, to treatment, monitoring and health management.

www.healthcare.philips.com

The Challenge

The hospital imaging centers that purchase MRI and CAT scan systems from Philips Healthcare have always needed to make the most of their investments by keeping downtime to a minimum. "Utilization of this equipment has always been critical," said Erwin Thomas, senior director of the customer care solutions center for Philips Healthcare. "To ensure maximum use by these centers, we've made resolving their questions and problems a top priority."

Toward that end, Philips Healthcare had opened a contact center at its U.S. headquarters in Atlanta with about 400 engineers, radiation technologists, and clinical personnel such as nurses. All staff members were tasked with fielding queries from imaging equipment users. At the time, the contact center was supported by a premise-based system.

"Our premise-based system had major limitations," Thomas said. "For instance, it limited the number of virtual engineers we could have available to callers at any one time. At peak times, we needed to have 200 clinicians accessible, but the system only allowed 64 of them in the queue."

The premise-based system was also limited in its ability to manage multichannel interactions. "We could accept email inquiries from our customers, but we needed to add another application so these emails could be placed into the queue," Thomas said. "The bottom line was that our system was at the end of its life span and out-of-date."

In addition, the old system was costly. "We were planning to move out of our office building and we realized that the cost of moving our on-premise system would be significant – especially since it wasn't even meeting our functional requirements," Thomas said.

The Solution

"Given the high cost of owning and managing an on-premise system, we decided to review our hosted contact center options," Thomas said. "We also knew we needed multi-level call routing that went beyond just skill sets. We wanted to make routing customer-centric – for instance, we wanted to make sure some customers were always routed to the same engineer. We also needed an ACD that was flexible enough to be associated with any phone so that our technicians could be reached even when they were working remotely."

Thomas considered both on-premise and hosted solutions from Avaya, British Telecom, IBM, Interactive Intelligence, and Nortel.

"We chose the Interactive Intelligence *CaaS Contact Center* because of its ease-of-use, its predictable and cost-effective pricing model, and its breadth and depth of features."

"The Interactive Intelligence *CaaS Contact Center* has given us true virtualization... As an example, during a recent ice storm we were able to have our agents work at home, thus preventing any interruption to customer service."

"We've been able to immediately leverage many of the sophisticated Interactive Intelligence applications that would've taken us months or longer to deploy on-premise."

"During the review process it became obvious that a hosted solution was best for us," Thomas said. "In addition to the cost savings and reduced pressure on our IT and contact center staff, a hosted solution would enable us to have a common global platform to support our other contact centers in Japan, Germany, and the United Kingdom."

Philips Healthcare ultimately selected the communications-as-a-service (CaaS) solution from Interactive Intelligence called *CaaS Contact Center*. "We chose the Interactive Intelligence *CaaS Contact Center* because of its ease-of-use, its predictable and cost-effective pricing model, and its breadth and depth of features," Thomas said. "The deployment went even smoother than expected. We were able to configure our *CaaS Contact Center* prior to the move, and we never dropped a call during the entire transition."

Philips Healthcare is using *CaaS Contact Center* for multichannel routing and queuing, interactive voice response, unified messaging, and presence management.

In addition to its U.S.-based contact center, the Interactive Intelligence *CaaS Contact Center* supports the Philips Healthcare contact center in Japan. Philips Healthcare is also in the midst of rolling it out to its United Kingdom and Germany contact centers. In total, the Interactive Intelligence *CaaS Contact Center* supports about 400 clinicians in the U.S., and about 400 abroad.

The Benefits

"The Interactive Intelligence *CaaS Contact Center* has given us true virtualization," Thomas said. "The benefits of this are numerous. As an example, during a recent ice storm we were able to have our agents work at home, thus preventing any interruption to customer service. And with our 'follow-the-sun' configuration, we can give customers 24/7 service regardless of where they're located."

Philips Healthcare also cites its ability to more quickly adapt to changing customer needs as a benefit of the Interactive Intelligence *CaaS Contact Center*.

"We've been able to immediately leverage many of the sophisticated Interactive Intelligence applications that would've taken us months or longer to deploy on-premise," Thomas said. "For instance, our imaging devices have phone-home capabilities that automatically alert customer service reps to technical problems. Interactive Intelligence quickly gave us the ability to associate these phone-home alerts with a specific clinician for immediate routing. This has enabled us to more efficiently resolve potential equipment problems, thus increasing uptime for our imaging center customers."

Philips Healthcare also sees its Interactive Intelligence *CaaS Contact Center* as protecting its investment well into the future.

"Our market changes fast," Thomas said. "For instance, today's new crop of imaging technologists frequently communicate via Web chat and email. So we're exploring the ability for a customer to open a Web chat window from within our devices and be directly connected to support. With the sophisticated multichannel features that Interactive Intelligence offers, along with its *CaaS Contact Center* model that eliminates the need for us to set up infrastructure and manage applications, we can execute on ideas like this quickly and cost-effectively, thus ensuring we can meet whatever challenges and opportunities the future holds."



Interactive Intelligence, Inc. (Nasdaq: ININ) offers unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. More than 4,000 organizations worldwide currently benefit from the company's open, all-in-one IP communications software suite, which can be deployed as a premise-based or communications-as-a-service (CaaS) solution.

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