

# case study

## TASKE Improves Customer Service at Dean Health Plan

Established in 1983 as the managed care partner of Dean Health System, Dean Health Plan is one of the largest and most diversified HMOs in the Midwest and the second largest managed care organization in Wisconsin. Serving a 22-county service area in south-central Wisconsin, Dean Health Plan is committed to providing the highest quality service and care. Starting in 2001, they achieved Excellent Accreditation status from the National Committee for Quality Assurance (NCQA) for their commercial HMO product. This is the highest accreditation available for managed care plans nationwide. This exceptional service is facilitated by TASKE Technology software in Dean Health Plan's Customer Service department.



Prior to their TASKE implementation, Dean Health Plan was finding data collection and reporting on their phone system challenging. Julia Willan, Customer Service Analytical System Coordinator for Dean Health Plan says, "Pre-TASKE we had limited data collection and reporting capabilities. The phone switch provided traffic reports but it didn't provide critical contact center metrics such as average speed to answer or telephone service factor. Since the implementation of TASKE Contact

we are able to get the metrics without the manual labor. TASKE Contact really works as a management tool for us."



Willan is quick to point out that TASKE Contact has been instrumental in helping to improve service at Dean Health Plan. "Since we've had TASKE, I definitely feel it has reduced our abandoned calls. Service Percentage is the inverse of abandons, so we set a goal for our service to be at 99% or above and typically we're above."

Specifically, Willan says the TASKE real-time monitor helps improve their service by ensuring Dean Health Plan has a favorable response time. "TASKE real-time monitoring helps us react quickly to what's happening at that moment. Realistically, in this industry, if you don't react within that first 15 minutes you can lose your service factor for that hour."

On a practical level, she says the TASKE Chat feature is handy for their supervisors. "TASKE Chat has minimized the need to run around to each individual agent's station in our large building. Instead [supervisors] use the real-time chat feature to

### Featured Solution

TASKE Contact

stay in contact with the individual representative. For example, they'll say 'I see that you are not on the phone. You need to become available. There are calls waiting.' We can find out what's going on and we can do multiple chats so it's very time saving for us."

For Dean Health Plan, TASKE Agent Desktop is the tool Willan says helps determine if and when to train agents and also gives agents a sense of control and independence, in turn improving the whole department. "The desktop sign empowers not only us but also our representatives. It gives them the ability to control what is going on throughout the day, which helps the entire department and team."

Dean Health Plan's commitment to customer service in the contact center is further demonstrated in that the VP of Customer Operations, the COO and the CEO all use a TASKE desktop sign. Robert Palmer, Dean Health Plan President and CEO, frequently shows customers and prospects his TASKE Desktop

**“ TASKE Support... went out of their way to help us. They did an outstanding job. We couldn't say enough. ”**

sign not only to validate claims of excellent service, but to show his continued commitment to call center operations.

Because of the amount of work involved in scheduling their numerous agents, Dean Health Plan recently integrated TASKE Workforce Management with their Blue Pumpkin application. "We're actually a pretty small call center with between 40 and 50 agents," says Willan, "but it was a very difficult process to figure out the agent schedule based on our number of calls in 15 minute increments. We looked at the people factor too. The integration with Blue Pumpkin gives us more scheduling flexibility and it reduces the time that we spend creating equitable schedules, rotating shifts, and on other scheduling issues."

Both Willan and her colleague, Phil Sauby, Dean Health Plan IT Project Manager, who managed the Blue Pumpkin integration, found the support TASKE provided during the installation to be exceptional. "TASKE Support was critical to our Blue Pumpkin implementation. They offered solutions and went out of their way to help us. They did an outstanding job. We couldn't say enough."

Both Willan and Sauby are extremely impressed with TASKE and would highly recommend the software to other businesses. "TASKE has helped us evolve to the next level; helped us manage our department; improved our customer satisfaction ratings through our average speed to answer; increased our telephone service factors; and more. We are very pleased with TASKE, the support that we receive, and the product itself fits our needs."

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