



## CUSTOMER EXPERIENCE



### HOOPER HOLMES

#### Recognizing IP Voice Could Answer the Call

Hooper Holmes, and its leading Portamedic service line, is a nationwide provider of health risk assessment services for the insurance industry. Maintaining a presence in over 250 U.S. markets with a network of thousands of examiners, Hooper Holmes provides medical exam, data collection, laboratory testing, and underwriting services. Hooper Holmes understood that a unified IP Voice network had the potential to transform its service business. But after a two year search for the best solution, no vendor offering was quite right for their needs. Then a meeting with Chesapeake made all the difference...

#### Overcoming Tough Challenges

With its data center and a major call center in Allentown, PA, plus a mix of different phones and systems in service offices across the country, Hooper Holmes recognized that it could improve operations by unifying its voice network – but it had a long list of requirements that needed to be met first. The company wanted a new ACD and the ability to use a mix of digital and IP phones to meet differing office needs – without having to invest in a whole new voice infrastructure. Further, it wanted to easily add SIP Trunking to replace analog lines at remote locations on an as-needed basis, provide local dial tone for all its IP locations, and create a unified numbering plan to simplify inter-office calling. Centralized phone system management, call reporting, multiple call groups, real-time call monitoring and call recording for the contact center were among Hooper's other requirements. Regardless of location, everything had to be implemented through a single point of contact, without a steep upfront cost, and with the same high level of quality across the board.

#### Finding the Right Technology Partner

On a recommendation from its Baltimore office, Hooper Holmes in Allentown invited Chesapeake in to discuss IP voice. The firm appreciated Chesapeake's technical knowledge and diverse client base, but what impressed Hooper Holmes most was Chesapeake's innovative, nationwide solution that comprised Toshiba, OAISYS, and TASKE components to address all of its needs at each location. With a ( -continued )

#### Customer Profile

- Outsourced Risk Assessment Services Provider
- Supports Life & Health Insurance Industry
- 250+ offices Nationwide

#### Solution Overview

- Toshiba CIX 670 | 100 | 40 Phone Systems
- Toshiba Call Center | ACD
- Digital & IP Phones
- Toshiba Strata Call Manager
- Toshiba Strategy
- Toshiba eManager
- Toshiba Strata Net
- SIP Trunking
- OAISYS Tracer
- TASKE Contact MIS
- System Battery Backup
- Local Line connections for IP Phones

#### Key Advantages

- Improved call handling
- Single vendor point of contact
- Fixed pricing nationwide
- Digital to IP phone migration flexibility
- Centralized management & reporting
- 7-year Toshiba warranty

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# CHESAPEAKE TELEPHONE SYSTEMS

## CUSTOMER EXPERIENCE - HOOPER HOLMES

technology solution in hand, logistics were next on the agenda. Under Toshiba's National Accounts program, Chesapeake relies on a network of partners for local installation and support across the country, an arrangement that offers Hooper consistent implementations across all of its U.S. locations. Hooper especially liked having Chesapeake as its single-point-of-contact project manager, Toshiba's unique 7-year product warranty, and being able to "pay as you go" as each site was turned up for service.

### Building a Reliable, Nationwide Voice Network

Chesapeake first implemented CIX 100 and CIX 40 systems at smaller regional offices – each supporting digital phones, or a mix of IP and digital, allowing Hooper Holmes to migrate to IP as its needs dictated. These offices use either 20-button digital display phones or 10-button IP phones homed to a Toshiba CIX system. A Toshiba CIX 670 phone system was then installed at the Allentown location. Regional CIX systems and remote IP phones are all interconnected with the CIX 670 via Strata Net for simplified, centralized dialing and call cost savings. Each CIX system is configured for IP phone, trunk and voice mail survivability. To further meet Hooper's need for reliability, Toshiba's Network eManager allows all Hooper Holmes' CIX systems to be centrally monitored and managed online.

### Taking Call Center Operations to the Next Level

With the Strata ACD application in Allentown, Hooper is able to employ skills-based routing, balance call counts, and use priority queuing to improve phone interactions and agent productivity. Chesapeake also implemented the OASYS Tracer contact center recording and quality assurance solution, providing Hooper with the ability to monitor and store phone-based interactions. Now it's easy to handle disputes, verify transactions, and meet regulatory compliance obligations. With TASKE Contact, Hooper has access to real-time ACD monitoring and historical call reporting. It includes a web portal for access to real-time data and advanced forecasting applications to help improve call service levels.

### Improving Personal Productivity at the Desktop

Greater employee efficiency is achieved with Strata Call Manager on the CIX phone systems, allowing Windows users to manage calls, voice mail, Web, email and more – all from a single PC screen. And with Toshiba's Strategy, users have access to more advanced unified communication features like vmail to email message retrieval.

### Positioning for the Future with the Next Challenge

With nearly 100 locations upgraded within an 18-month timeframe, Hooper Holmes is now looking to implement SIP Trunks to replace costly analog lines and give remote locations the ability to carry voice and data over the same connection. SIP is a dynamic, efficient service that gives voice priority, but can offer data all the bandwidth when no voice is present. Through a card added to the CIX system, IP stations, remote users, soft phones, WiFi telephones, and Strata Net multi-system networking can all be supported over SIP Trunks. With Chesapeake as its proven technology partner, Hooper Holmes is ready for the next challenge as it meets the demanding needs of the health insurance industry.



U.S. Small Business Administration



Maryland Family Owned  
Small Business of the Year

*"We're very happy with Chesapeake. They know technology and how to support it. Managing a busy call center and multiple locations is a big job - Chesapeake makes life much easier for our team."*

Joel Koch  
AVP, CIO  
Hooper Holmes

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