

## Community Health Choice **CASE STUDY**

### **LUMENVOX SPEECH TECHNOLOGY AND COMMUNITY HEALTH CHOICE IMPLEMENT AVAYA-BASED IVR SOLUTION WITH THE ASSISTANCE OF M&C ASSOCIATES**

Anticipating increased call volumes for insurance open enrollment, Community Health Choice (CHC) wanted to move their existing customer service application from a touch tone system with active agent support from 8 am to 7 pm to a speech-enabled, 24-hour customer care line based on the Avaya Aura® Experience Portal (AAEP). With the assistance of primary business partner, ConvergeOne as well as M&C Associates, a LumenVox Skills Certified Partner, CHC was able to quickly implement a new and fully functional IVR system.

#### **THE CHALLENGE**

Callers to the CHC Customer Care line request information about plan eligibility and claims information. Before the new system was implemented, if callers were unable to find what they were looking for they could transfer to an agent for assistance; however, many callers were quite dissatisfied with the length of wait time they experienced. To address this, CHC established the primary goals of reducing wait times and also ensuring that users would be easily directed to the information they needed without agent assistance.

In addition to these requirements, CHC determined that the speech-enabled solution needed to include redundancy, flexible licensing, the ability to allow CHC to easily make their own changes to the application, and the flexibility to easily move to the cloud in the future.

#### **END USER**

Community Health Choice

#### **INTEGRATION PARTNERS**

ConvergeOne  
M&C Associates

#### **PLATFORM**

Avaya Aura® Experience  
Portal (AAEP)

## THE SOLUTION & RESULTS

To fulfill all of the requirements, ConvergeOne and M&C Associates implemented LumenVox Speech Recognition (ASR) and LumenVox Text-to-Speech (TTS) on the Avaya Aura® Experience Portal (AAEP) interactive voice response (IVR) platform. The solution was designed by ASI (ConvergeOne) and LumenVox was chosen over Nuance.

“M&C has been offering decades of experience with subject matter expertise in IVR and Contact Center deployments, and proven technologies that meet and exceed customer requirements,” says Lou Marianacci, CEO and President, M&C Associates LLC. He continues, “Add the LumenVox speech automation suite, and this partnership represents a mutual respect for the way we do business, along with our best in class services.”



### 40% IMPROVEMENT

In member satisfaction rates after only 8 months.



### REDUCED CALL WAIT TIMES AND AGENT TALK TIMES

The new speech-enabled IVR system, which supports English and Spanish speaking callers, gives callers the ability to speak their responses.



### INCREASED COMPLETION RATE FOR CALLS

Resulting in a much improved Customer Experience (CX) and overall satisfaction with the CHC services.

***“The LumenVox software suite made it easy to migrate the new application from the test environment and deploy to production”***

Darrell Perry,  
Senior Unified Communications Manager, CHC

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#### ADDRESS

US: 591 Camino De La Reina,  
Suite 1040, San Diego, CA 92108  
EU: Hofmannstr. 25-27  
D-81379, Munich, Germany



#### PHONE

US: +1 858 - 707 - 7700  
JUST SAY “SALES”  
EU: +49 (89) 127 16 0



#### EMAIL

LVSales@LUMENVOX.COM