

Case study

Vhi Healthcare streamlines member communication processes



HP Exstream increases quality and drives out complexity

Industry

Healthcare insurance

Objective

Replace inefficient and unsupported legacy Customer Communication Management (CCM) system

Approach

Issued RFPs to five CCM vendors and researched their various products

IT matters

- Reduces template complexity for faster turnaround times
- Introduces automated and repeatable testing processes to reduce manual effort
- Enables document error correction to be done within the production environment

Business matters

- Generates clearer, more concise and compliant member communications
- Cuts workload and costs by replacing print and post with online delivery and greater use of website
- Increases Vhi's confidence and certainty in the standard of communications



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Improved design and multi-channel delivery

Communicating efficiently with over a million customers is vital for Ireland's leading health insurer, Vhi Healthcare. Vhi invested in HP Exstream to improve production processes, reduce communication complexity and increase multi-channel delivery.



Challenge

Unsupported system

“Since 1957 Vhi has been helping people in Ireland to access the best value, quality private healthcare through its extensive range of diverse healthcare products and services. With more than one million customers, we continue to be the market leader for health insurance in Ireland,” says Damien Malone, principal technical architect with Vhi.

“Our brand promise is ‘When you need us, we’re there’ and this is true for practically every medical eventuality - whether you need cover for hospital treatment, daycare treatment, day-to-day expenses, multi-trip travel insurance, expatriate insurance, dental, walk-in urgent care, medical screening, occupational health, employee assistance programmes, or Hospital in the Home services. Our customers and their dependents are covered individually, or through membership of one of more than 8,000 corporate and affinity group schemes countrywide.”

Each year, Vhi sends up to three million communications including one million policy updates, 620,000 renewals and 87,000 claims. This can amount to almost 18 million physical pages being printed and posted each year.

“This level of paperwork requires a system that is ultra-efficient. The system we had in place was of its time and did not have the same toolset and richness offered by later solutions,” says Malone.

Vhi was also concerned about the complexity of its documentation. The policy renewal document alone ran to 20 pages and users found that the detail was lost in the sheer volume of information.

Launching a new Customer Communication Programme, Vhi issued two Requests for Proposals (RFP) – one for the replacement of the legacy CCM technology that managed its print templates and the other to implement an email communication mechanism.

Solution

Improved design capability

The RFPs were issued to five CCM vendors and the final choice was to implement HP Exstream. Designed to transform from customer communications into a business differentiator, this multi-channel CCM solution enables users to create insightful, real-time customer communications that can be delivered through the customer’s preferred channel. It can provide fully customised high-volume statements and bills, self-service web applications and on-demand marketing.



“We chose HP Exstream because it provides us with an ability to produce quality documentation for our customers and enables us to streamline our process using testing tools like Rules Analyzer, Test Data Capture and Output Compare. We didn’t see that capability anywhere else on the market,” explains Malone. “HP not only offered us the application but also a high level of support with feet on the ground and an over-arching governance. We involved HP at every step and made use of their experts. They acted as mentors and that gave us the confidence that what we were doing was going to make best use of the software.”

HP assisted with the implementation and training and use of HP Exstream is now spread between the Dublin and Kilkenny sites.

Benefits

Multichannel delivery

HP Exstream is easy-to-use and was initially used for ‘greenfield’ change projects, migrating documents from the legacy CCM solution and re-engineering them. Vhi is now starting to see the additional benefits that HP Exstream can bring. Vhi recently conducted its first change project on existing Exstream templates and noticed a significant decrease in the turnaround times.

“The main improvement in turnaround times has been with the general day-to-day templates,” says Malone. “The Exstream user interface provides functionality that was just not available in the previous application. It’s object based and some of the search and replace functionality within Exstream is definitely ahead of other solutions we’ve seen in the market.”

“The Exstream WYSIWYG editor is powerful and we couldn’t find anything else that had the same capabilities. Other applications we researched had limitations that might hinder our ability to make changes to documentation. So far Exstream has been very flexible and is meeting our requirements.”

Implementing the sophisticated design functionality of HP Exstream has also enabled the organisation to reduce its policy renewal documentation from 20 pages to around ten, delivering welcome savings on print, paper and postage costs.

Although many documents are still printed and posted, the HP Exstream multi-channel capabilities are enabling a swing towards greater website and email communication. Some 120,000 customers are now able to receive email documents, particularly insurance quotes, with Vhi sending an average of 1,000 emails a day. Safe delivery is assured by HP Exstream Delivery Manager tracking which logs all delivery activity, enabling a replacement print version to be sent if electronic delivery fails.

Customer solution at a glance

Software

- HP Exstream 8.6
- HP Exstream Delivery Manager
- HP Exstream Interactive
- HP Exstream HTML
- HP Exstream Command Center
- HP Exstream Output Sorting and Bundling

The ability to correct errors or omissions in documents within the production environment is also something new for Vhi. HP Exstream Interactive now gives Vhi an interception point that allows it to do that all within the production sphere. Once they have been modified the documents are pushed back into the automated fulfilment process, eliminating extra steps or manual processes.

HP Exstream capabilities such as output comparison and coverage reports have also introduced quicker and more focused testing. Business rules can be validated during test cycles and re-usable test applications can be generated to reduce the manual effort involved in each subsequent development project.

Looking forward, Vhi hopes to use HP Exstream to further reduce the complexity of its communications and where possible, introduce more personalisation and variable data along with inserting relevant cross-selling and up-selling marketing messages. Boosting its online presence is also on the horizon along with expanding its multi-channel strategy to include text messaging. Greater integration of web capabilities will come from the HP Exstream ability to generate HTML files as well as email PDFs.

“Using HP Exstream has got us into a different environment and one that is supported. It’s given us improved turnaround times and a sense of security around the application and its stability,” concludes Malone.

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