

White Paper

Improving Customer Service With a Document Imaging System

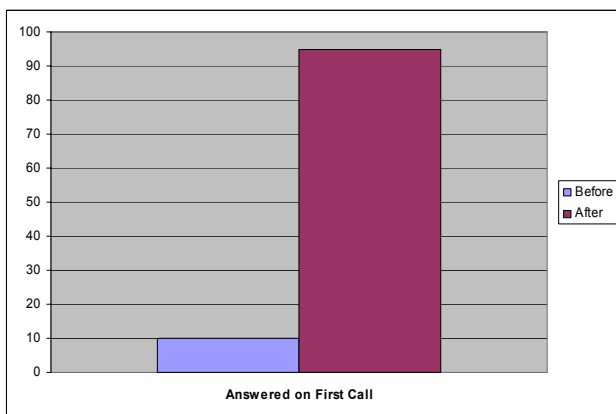
By: Randy Van Ittersum and Erin Spalding CDIA+

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Improving Customer Service

HOW TO ACHIEVE A 90% FIRST CALL RESPONSE RATE

Customer service calls are from customers needing information that they can't find on their own. A document imaging system empowers an organization to find customer information instantly from your PC. Since search results are immediate, you will be able to answer most customer service questions on the first call. Providing needed information to the customer on a timely manner, insures a satisfactory experience for the customer.



Health Insurance Plan of Greater New York

Before installing their document imaging system, Health Insurance Plan of Greater New York, one of the largest nonprofit HMOs in the New York metropolitan area, received 2,000 calls a day from its members. Only 10% (200 calls) of those people received answers immediately. The other 1,800 had to wait for a return call. Today, H.I.P. answers 95% of questions on the first call.

One of the consequences of not finding information, or finding it too late is the creation of unhappy customers. In most cases, the customers are already experiencing a certain amount of frustration about their inability to find the information within their own office: It becomes almost unforgivable if you can't find it. The problem is aggravated by two inherent problems associated with a paper-based file system:

1. According to a study by Cooper & Lybrand, 10% of all paper documents are lost, misfiled or misplaced. This can create a significant problem for your organization when you need to answer customers' questions. With a document imaging system you completely eliminate lost documents and multiple members of your staff can access the document at the same time.
2. With a paper filing system, your staff must either put the customer on hold or call him back after taking time to retrieve the needed information. Then, once the conversation is concluded, the documents must be filed once again. With a document imaging system the information is retrieved in a matter of seconds and is properly refiled when you close the document.

To work as effectively as possible, employees need fast, easy, accurate access to customer information. With a document imaging system the needed information can be retrieved instantly from your PC, and copies of the documents can be emailed immediately to your customer, without any time delays. Providing prompt service to your customers on the first call and avoiding the need to put them on hold results in stellar customer service and satisfied customers.