

### THE COMPANY

Health and Benefit Systems Inc. (HBS) provides expert consulting solutions aimed at addressing employee benefit and human resource challenges. Services are focused on providing personalized employee communication and enrollment expertise to each of a company's employees. The company believes that well-designed communication systems are a crucial component of any employee benefit program.

By offering benefit communication programs, HBS can truly help their clients contain costs and contribute to the well being and security of every employee.

### THE CHALLENGE

Health and Benefit Systems, Inc. has developed a unique process of employee benefits communication and enrollment services. However, the limitations of its reporting abilities made it difficult to demonstrate the value HBS was adding to its client's HR departments. As a third party contracted by clients, HBS found itself overwhelmed trying to provide current numbers and reports to their partners and clients nationwide.

The company was challenged to address growing client needs, and implement a new call center solution to handle reporting and monitoring capabilities. As a result, HBS searched for a system that would make it easier to demonstrate the value of its services to large corporations with thousands of employees as well as smaller organizations with only a few. The company's ideal solution was one that would integrate with its existing salesforce.com application while meeting the needs of both clients and employees.

### THE SOLUTION

After a lengthy search for a provider that offered an easy-to-implement solution with dynamic reporting capabilities, HBS selected SurveyByFone from Angel.com – a fully hosted, speech-enabled, Interactive Voice Response (IVR) solution. HBS uses SurveyByFone to conduct automated consumer surveys to help quantify the value of their benefit communication and enrollment services. Survey responses – including voice responses to open-ended questions – are captured and entered into a salesforce.com database, where they're available to HBS personnel and their clients instantly.



### AT A GLANCE

#### Location

Prairie Village, KS

#### Industry

HR Consulting

#### The Challenge

- Provide a phone-based, ongoing customer satisfaction survey
- Quantify company value to customers through streamlined reporting and monitoring
- Integrate results into salesforce.com CRM database to strengthen communication

#### The Solution

Angel.com SurveyByFone

#### The Results

- Implemented an IVR-based customer satisfaction survey that captures open-ended questions
- Helped quantify company value to increase new business and retention rates
- Provided real-time monitoring and reporting of calls and survey results
- Integrated all results into salesforce.com CRM database to disseminate internally and externally

Valerie Thompson, CRM Manager and Technology Coordinator for Health and Benefit Systems, said salesforce.com integration is critical to the success of the company's reporting.

"Salesforce.com is our main support database," explained Thompson. "We use it to manage all of our records and reporting. By allowing survey results to be integrated with the rest of our data and made available to our customers at a moment's notice, we offer them a complete picture for evaluating employee benefits, policies and exclusions."

“We have Angel.com to thank for helping us prove our ability to meet the goals and objectives of our clients.”

Valerie Thompson  
CRM Manager &  
Technology Coordinator  
Health and Benefit Systems

## THE RESULTS

HBS has found great success with Angel.com. Currently, the company runs five sites simultaneously, with the majority of users in their first or second year partnering with HBS. Based on a year of results, Angel.com's SurveyByFone application has proved to be essential in maintaining client relationships.

"Angel.com has allowed us to demonstrate the value that we know exists but can be difficult to quantify in a typical phone enrollment environment," said Thompson. "With instantaneous access to survey results and other key data, we are able to strengthen communication in our clients' HR departments, leading to improved employee programs and demonstrate the significant value of our unique approach to benefit communication."

Because of the extreme flexibility of the Angel.com platform, HBS has been able to offer clients unique program benefits. For the time, HBS surveys include questions in English and Spanish – a unique feature that has become a major selling point of their program. At the end of each call, voicemail capabilities make it possible for HBS clients to hear word-for-word what their employees are saying about HBS and the new process.

"Angel.com's SurveyByFone features have solidified HBS's role in effectively monitoring and managing employee development," said Thompson. "We have Angel.com to thank for helping us prove our ability to meet the goals and objectives of our clients."