

### The Company

The Blue Cross is a trailblazer in the field of health insurance in Quebec with its health- and travel-insurance products. For 65 years, the Blue Cross' mission has been to provide health and safety to the people of Quebec. More than an addition to the *Régie de l'assurance maladie du Québec* (Quebec Health Insurance department), the Blue Cross health-insurance products are designed to improve the quality of life of its policyholders. Its health assistance services supports its members on a daily basis by helping them to take their health into their own hands. For more information, visit [www.qc.croixbleue.ca](http://www.qc.croixbleue.ca)



[www.bluecross.ca](http://www.bluecross.ca)

### Operation Overview

The Blue Cross must record all calls at its Montreal and Toronto contact centers for legal reasons. To do so, the company was using an obsolete recording system that had to be replaced with a more modern and efficient technology. The Blue Cross also wanted to acquire a system that would monitor quality to evaluate the performance of its various sales and customer service activities. The company needed to use this new tool to provide training and coaching for its 144 agents in Montreal and 32 agents in Toronto. With a volume of 3,000 calls per day, the Blue Cross thus had to acquire a sturdy and user-friendly system, integrated to a quality-management solution.

### The Needs

- Record to validate information and protect themselves
- Measure agent performance
- Target areas of improvement for agents
- Adapt training for specific needs
- Analyze and find business opportunities and trends
- Optimize customer service

### The Solution: NovoLog and NovoValue

The Blue Cross has chosen the NovoLog solution, which allows permanent recording with a decentralized architecture based on two independent systems linked to a common database. The flexible system was integrated to the Blue Cross' technological infrastructure. Both sites, Montreal and Toronto, save their calls locally while all calls are synchronized into a common database. This way, both contact centers have access to all of the communications from across the company. NovoLog is a multilingual and upgradeable system that will be able to handle the Blue Cross' future growth-related needs by adding channels for an undetermined number of agents or by connecting to other facilities.

With the NovoPlayback search and playback tool, the Blue Cross users can retrieve the desired recordings immediately and validate the information enabling to settle conflicts quickly or protect

themselves in case of dispute. NovoPlayback has also allowed to target agent skill gaps and formulate training strategies. Supervisors can now evaluate agents using NovoValue, a unique quality-monitoring solution with qualitative and quantitative criteria. By correcting situations and providing the agents with the required knowledge, the Blue Cross optimizes the quality of its service, increases customer's satisfaction and foster customer loyalty.

The retrieval and playback of recordings enable the Blue Cross to use the business intelligence contained within the conversations. Indeed, the information gathered can be used to rate the performance of various sales and customer service activities, market products and validate the competitiveness of its offers on the market. The collected information can be analyzed to establish corporate strategies that will be efficient and aligned with its customers' needs.

## The Benefits

- Quality monitoring introduced to the business processes
- Performance standards established
- Targeted training for agents
- Quick conflict settlement
- Agent skills improvement
- Customer service optimization
- Increase customer satisfaction
- Protection against disputes

## About Novo Technologies

Novo Technologies is a leading innovator and provider of flexible and adaptable contact center Key Performance Indicators and compliance software offering the best value to empower customer experience.

Since its founding in 1995, Novo Technologies has experienced remarkable growth and received numerous awards for its ingenuity and innovation. It has been providing pioneering technology and superior service to hundreds of organizations in financial services, health care industry, and governments in Canada, United States, Mexico, Brazil, Costa Rica, Colombia, and Vietnam.

[www.novo.ca](http://www.novo.ca)

For more information on how Novo Technologies can empower your organization with its solutions, please contact us at 1.888.657.6686 or email us at [sales@novo.ca](mailto:sales@novo.ca)