



Case Study 3: Aetna's case management time saver

Challenges

Aetna, a leading US health insurance provider, have service teams in 5 different geographic locations worldwide. These teams are focused on issue resolution, benefit implementation and remediation. The manual assignment of cases by managers was both time consuming and prone to errors.

Solution

Distribution Engine was selected as part of an Accenture project to streamline Aetna's Service Cloud implementation. Distribution Engine automated the case management process. Selecting available agents based on working hours and availability. Distributing cases based on region, product, case origin & case type/status.

Outcomes

- Reduced Salesforce complexity - vastly reduced workflow rules.
- Efficient day to day management - automatically caters for sick days / out of office
- Up to 8 hours a day saved by managers, allowing them to be more productive
- Less idle time and manual process steps for Agents.

Key Wins

› Reduced complexity

Vastly reduced workflow rules

› 8 hours a day saved!

Team managers no longer spending up to 8 hours a day manually assigning cases.



Becca Allen, Product Manager, Salesforce Configuration Lead

"This app has allowed us to reduce the number of workflow rules and field updates as well as removing a lot of manual manipulation by our end users. We are constantly thinking of new ways that DE will work for us in different situations"