Customer Story: DC Health Benefit

Industry
Healthcare

Solutions
Sales Cloud, Service Cloud, Custom

Staff
50+ Employees

HQ Office
Washington, DC

The DC Health Benefit Exchange Authority (HBX) is a healthcare exchange program ensuring access to healthcare for all DC residents. HBX enables individuals and small businesses to find and purchase healthcare and benefit plans.

Salesforce Challenges

◎ Broker inefficiency due to missing and bad data.
◎ Dependent use cases could not be handled under the current setup.
◎ System was not configured for complex business process.
◎ The user interface was clumsy and contained redundant parameters.
◎ Reports and customer notices were inaccurate.

Access Global Group Solutions

◎ Custom development, custom pages, custom integration and case management.
◎ Custom app built on Force.com platform using APEX and Visualforce with embedded metrics to track cases and customer notices with scheduled reports and dynamic dashboards.
◎ Email to Case and Web to Case modules implemented.
◎ Developed a hybrid app to support 4 different business processes on a single application.
◎ Built-in community templates (Koa) used.
◎ Validation rules embedded into templates.

Salesforce Results

◎ Daily operations have enhanced the user experience for all employees.
◎ The ability to show metrics of cases resolved and processed gives stakeholders a visual.
◎ Cases and customer notices can now be tracked with scheduled reports and dynamic dashboards.
◎ Hybrid app has solved most complexities of cases.
◎ Community Templates have greatly improved the user experience.
◎ Templates now show more accurate data.
◎ Customer notices have been streamlined.
◎ Method of collecting customer data has been improved.
◎ Agent metrics are available by dashboard.
◎ Case Management system metrics are available by dashboard.