BPA REDUCES VOLUME AND IMPROVES CUSTOMER SERVICE WITH 24/7 ACCESS TO BENEFIT INFORMATION.

Benefit Programs Administration (BPA) offers union members welfare, health and Taft-Hartley Retirement Benefits in accordance with Trust Fund and Collective Bargaining Agreements. The service provider delivers a full overview of employee and employer contributions.

In order to reduce the strain on call center resources and to provide better customer service, BPA wanted to find a solution that would enable customers to have 24/7, self-serve access to information, such as eligibility for benefits and claims information. Traditionally, inquiries could only be answered by call center staff, which was time-consuming as 20 different screens of information had to be consulted to answer customer's questions. That's where GT Software came in.

CLIENT
Benefit Programs Administration (BPA)

INDUSTRY
Retirement Benefits Administator

CHALLENGE
Needed to provide 24/7 customer access to information about benefits to reduce the strain of call center resources.

ISA **SOLUTION**
GT Software's
Ivory® Service Architect™

GT Software®
From legacy to leading edge.

CHALLENGE

BPA wanted to streamline this process, increase customer satisfaction, and boost the productivity of their workforce by offering customers self-service to information about their benefits and claims.

Much like any organization, operations often stretched current infrastructures. The service provider noticed that customer calls were increasing in volume. Unfortunately, if a person wanted to access his or her benefit or claim information, he or she would have to call during normal office hours. In today's busy workforce, calling during office hours may not be possible, and people struggle to overcome such restrictions on access to information.

BPA knew that in order to remain successful, they needed to become more efficient. The service provider needed a way to leverage existing mainframe assets to create modern web-based experiences without rewriting business logic. BPA explored several different solutions, and conducted an audit of all processes, including written software and mainframe assets. Ultimately, the service provider discovered that rewriting business logic would be too time-consuming for in-house programmers. Upon seeing how easy building Web services was with GT Software's Ivory Service Architect, BPA found that the best solution to the problem was to remain committed to mainframe assets, while bringing in the flexibility to extend access with robust APIs.

SOLUTION

After struggling to find an internal solution, BPA realized that it simply did not want to reinvent the wheel to upgrade its business. So instead, the company sought an easy-to-use solution that would help it achieve business performance goals. BPA chose GT Software's Ivory Service Architect.

One of the most significant benefits of Ivory Service Architect for BPA was ease of use, especially the drag & drop tool that enabled the fast creation of APIs. In just one day, BPA had its most important screen up and operational, while Web programmers were pleased by the speed it offered in re-purposing business logic.

"Our programmers were blown away with how easy Ivory Service Architect was to use. The tool required minimal training and makes building web services a simple and intuitive process," says Ed Simon, Vice President of Systems.

> "Our programmers were blown away with how easy Ivory Service Architect was to use. The tool required minimal training and makes building web services a simple and intuitive process."
>
> *-Ed Simon,*
> *Vice President of Systems*

GTSoftware®
From legacy to leading edge.

RESULTS

The easy creation of APIs made it possible for customers to access their benefit and claim information via the web or mobile device. BPA achieved critical results for its most important operations, such as:

- Reduced both the number and length of calls by 10%
- Achieved true 24/7 customer service access
- Implemented a more modern/clean user interface that checks profiles, user eligibility, elections, beneficiaries and claims
- Allowed CSRs to view a single screen showing all customer data instead of accessing 20 different screens
- Achieved improvements without any additional costs to union members

By using Ivory Service Architect, all customer information, including the customer profile, eligibility for benefits, benefit elections, beneficiaries, and claims are all displayed on one user-friendly screen. Before, it took 20 separate screens to provide this information, and only a customer service representative could decipher the data. Now, looking up information about a customer is a less cumbersome process. Not only can customers access key information via self-service, but call center representatives can use this new presentation of the data to answer questions faster than ever.

Customers are not the only group pleased with the new self-serve access offered by BPA. Its trustees take pride in offering a top-of-the line, innovative solution that has had a great impact on customer service and building positive relationships. As BPA continues to grow and provide benefits to customers, it now has a system in place to make taking care of them a continued priority.

> "Now that our customers have the answers to their questions at their fingertips, we have achieved a decrease in both the number and length of calls to our call center. Now, it's possible for our customers to quickly get the answers they need at their convenience, while our call center representatives can devote more time to answering complex customer requests."
>
> *-Ed Simon,*
> *Vice President of Systems*

10% reduction in calls to the call center

Improvements came at no cost to union members

24/7 customer access to information via mobile

Boost in productivity with modern user interface

ABOUT

GT Software (www.gtsoftware.com) turns yesterday's legacy systems into tomorrow's leading edge applications. Its solutions help organizations extend the value of their IT investments through agile development and standards-based APIs, which improves workflow and enhances operational efficiency. Masters of application modernization and a global distributor of the Fujitsu NetCOBOL compiler, GT Software's proven solutions power mainframe integration with today's technologies. Currently, more than 2,500 organizations globally trust GT Software's solutions to ensure they are able to drive forward innovation that improves customer experiences, increases operational efficiency, and generates revenue.

GTSoftware®
From legacy to leading edge.

www.gtsoftware.com