



Aetna Specialty Pharmacy

Aetna is one of the nation's leading providers of health, dental, group, life, disability and long-term care benefits. Its focus is on meeting customers' needs. Aetna continues to introduce innovative products, delivers strong customer service and provides easy-to-understand information. For more information, visit www.aetna.com.

Challenge

When considering an upgrade to its communications system, the ability to serve customers in a consistent and superior way was at the top of the list for Aetna. Aetna Specialty Pharmacy sought a state-of-the-art solution, which would provide a Voice-over-IP Contact Center resulting in cost savings, while offering feature-rich applications. Flexibility, ease of management across the network and interoperability were a must for this leading benefits provider.

Solution

In keeping with the Aetna philosophy to provide a superior customer experience, Aetna Specialty Pharmacy chose an Avaya IP Telephony-based Contact Center to support its customer service operations. Reliability, ease-of-use and outstanding support by Avaya Global Services were reasons for the decision to implement the Avaya Contact Center Solution.

Applications and Services

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| <ul style="list-style-type: none">• Avaya MultiVantage™ Communications Applications• Avaya Communication Manager• Avaya 8700 Media Servers• Avaya 4600 Series IP Telephones | <ul style="list-style-type: none">• Avaya Interaction Center• Avaya Call Management System• Avaya INTUITY™ AUDIX® Voice Messaging• Avaya Interactive Response with Speech Access |
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Results

- **Consistent, branded customer experience** through a full set of vectoring tools.
- **Intelligent, personalized interactions with customers** is achieved with Expert Agent Selection and the Interactive Response application, routing customers to the most appropriate agent based on criteria specific to their health care needs.

- **Improved agent engagement**, which enables management and staff to leverage opportunities for the future as a direct result of reporting through the Avaya Call Management System.
- **Decreased order-to-ship time** is a direct result of Avaya MultiVantage Communications Applications.
- **Improved business continuity and reliability** with Avaya IP Telephony Solution.
- **Agent productivity is improved** through ability to disseminate information via Avaya IP Telephones.

For more customers leveraging intelligent communications for a competitive advantage, go to avaya.com and click on “Hot Topics” and select “ICONS.”

