

Installation Spotlight

Blue Cross/Blue Shield Massachusetts



Blue Cross Blue Shield of Massachusetts was in the process of moving from a PBX-based telecom solution to a Centrex solution, requiring that all of the facility's employee phones (more than 3,000 at the time) change extension numbers, effectively negating the use of existing company directories previously used by employees to connect with each other.

The Solution

In order to ease the transition from one phone system to the other, Parlance speech self-service solutions were brought in to provide a temporary “extension agnostic” way for employees to reach their desired destination by simply speaking the appropriate name. It was quickly apparent to Blue Cross that this solution enabled broad and immediate acceptance of the new phone system. Within the first few weeks of service, Parlance solutions were successfully connecting thousands of employee calls, significantly reducing the amount requiring operator assistance. Subsequently, Blue Cross Blue Shield began thinking of new ways to use Parlance within the enterprise.

Blue Cross Blue Shield decided to use Parlance as a connection option on their customer-facing main phone line to help further alleviate calls requiring operator assistance. A few years later, Parlance once again allowed Blue Cross Blue Shield to bridge the gap from one phone system to the next, when the organization made another upgrade to their telephony system.

The Result

To date Parlance has connected nearly 5 million employees and customers to their desired destinations, allowing Blue Cross's telephony infrastructure to keep pace with increasing customer calls and demands on their operators.

“Employees love the Parlance solution because it is faster, more accessible, and more convenient than traditional directories.” says Linda Copeland, IS Manager for Blue Cross Blue Shield Massachusetts. “And providing public callers with access has greatly reduced traffic to the operators, allowing them to focus on customers who need specialized assistance.”