

PARAGON BENEFITS

USING TECHNOLOGY TO BECOME AN
INSURANCE LEADER IN CUSTOMER
SERVICE



HIGHLIGHTS

Company

Paragon Benefits

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Company Profile

Administers to 18000 Clients via
AS400 using CAP 2020 Software

Key Business Challenges

- Improve Customer Service
- Optimized existing personnel
- Provide information on 24/7 basis
- Maintain current rates

Key Business Solutions

- Install ODT VISION VRU for 24/7 telephony for access to AS400
- Installed DocGate Fax Interface for AS400

Applications

- Policy and Claim Status
- Report Generation

Benefits

- Improved customer service
- Reduction of ongoing personnel cost
- Frees personnel for other duties

The **ODT VISION® Voice Response Unit** has allowed us to optimize existing customer service personnel while changing our ability to provide both clients and providers information on a 24-7 bases. ***This is a real savings in both dollars and staffing while improving customer service.*** We are currently taking about 300 phone calls a day through this automated attendant. About three-quarters of these calls are from providers requesting policy status, claim payments status, reports on demand, or other account information. A common goal of Paragon's customer service is **“to address the needs of the paying customer first”**. Built into our routines is the ability for a caller to transfer to a live customer service representative however; for every call that the VRU handles, a representative is now free to handle a client or problem call. These calls are being handled for less than 10 cents per call, which will lower with increase volume or after equipment payback period is concluded.

Paragon personnel with the assistance of Ohio Data Transfer did its own customization. Our script was built entirely around our current system and needs. This approach gives us the power to modify any applications or build new logic for added requirements. If governmental mandates changes or we add new clients with request for a type of services, we can change our system to meet those requirements instantly.

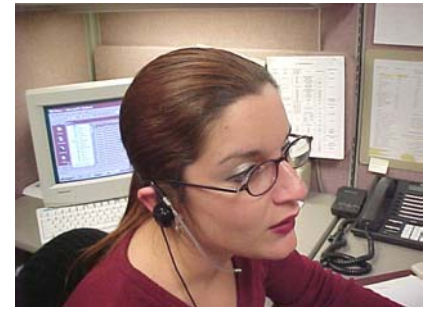


“We purchased our VRU system because, “It is cost efficient, it falls within HIPAA guide lines and provides our clients with 24/hour customer service.””

Paragon Benefit Voice Response Unit



DTT1000



Automated Attendant Services for Customer Support

- 24 Hours 7 Day a Week Customer Service
- Fast and Efficient Service
- Voice Response Unit or Internet Gateway
- Security provided with Customized Personal Pin number
- Confidentiality Assured
- Audit Log of All Transactions
- Privacy Act Requirements Followed
- On Demand Report Generation
- No Equipment or Training of Personnel Required
- Ability to Transfer to Live Customer Service Representative From VRU During Office Hours
- *Free Service Provided to The Client*

Paragon Benefits, Inc.

currently administers for 26 groups with approximately 18,000 employee lives. We provide self-funded insurance plans to groups sized 100 to 9,000 lives. Our marketing staff works with several brokerage firms across the United States. We work through MGU's in addition to working directly with carriers. We also offer performance guarantees which include reimbursement of fees for below-expectation level of service and bonuses for exceeding expectations.

The savings realized through technological advances such as the Voice Response Unit are substantial. With the newest technology, we can pass those savings on to the client.

CONTACT INFORMATION

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Paragon Benefit Voice Response Unit