



## CASE STUDY: Creating Web solutions for Health Payers



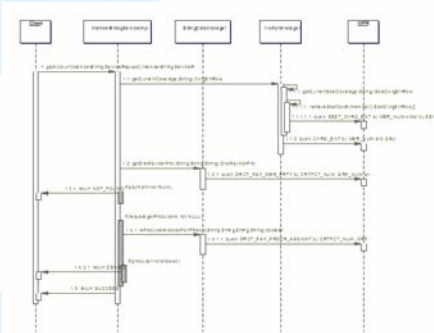
### VRU

Business Service Interface layer providing data to the IVR system

## Challenge

Our client has identified a need to modify and improve their IVR system by implementing a new VXML application that should provide a wide range of online services for members, producers and providers.

This new VXML application should essentially provide the same information available on the client's web sites but in a limited form (due to the IVR limitations).



## Our Solution

Vicert's responsibilities within the VRU project can be grouped into following two top-level tasks:

- BSI-API Design
- BSI-API Implementation

BSI-API is serving as the contract between the IVR application and the backend. Its interfaces are exposed via Plain Old Java Objects (POJO).

Main features that BSI-API provides are:

- WPR Data Retrieval
- Right Fax Integration
- Sigaba Integration
- MTM Data Collection

The APIs implement the business logic required for various transactions that the system should provide, such as data access.

- WAS/ATG
- Oracle
- RightFax

## Benefits to the Client

The application is providing a user experience that creates a new level of excellence in the healthcare industry.

Our client improved their service with more ports to handle traffic and enhanced reliability and performance.

The solution provided improved consistency for different groups (providers, members, etc.) and through different channels (IVR and Web).

The caller interactions got better by:

- adding some new functionalities
- adding speech for a more natural interface
- improving the structure
- improving the quality of the recordings