What if...
you could acquire customers faster and with lower cost?

Pacific Blue Cross (PBC) has been British Columbia's leading benefits provider for over 70 years. Together with BC Life, PBC subsidiary provides health, dental, life, disability and travel coverage for approximately 1.5 million British Columbians through employee group plans and through individual plans for those who do not have coverage with their employer.

Business Case

In today's global scenario, many organizations' business processes either explicitly or implicitly revolve around documents. In the case of PBC, many documents arrive in the form of paper and are passed around across multiple departments, accumulating copies along the way at different locations. PBC uses an Enterprise Service Bus (ESB) and has established the enterprise backbone to connect various business systems where information is exchanged among these systems.

The challenge for Pacific Blue Cross was to transform the 'New Group Setup' process from a fairly paper-heavy process to a semi-automated workflow through taskforce integration. The New Group Setup process is the new employee group plan setup that contains health, dental, life, disability, and medical travel benefits. It starts with the Accounts Manager documenting the employer details, designing the plan, and going through the contracts.

PBC was looking for a platform that could help them achieve more seamless integration and minimize the interruption caused by manual processes. The goal of the proposed solution was to help them centralize storage, establish a business process framework centered on documents, and provide an automation layer for taskforce management.

INDUSTRY

Insurance

CUSTOMER

Pacific Blue Cross

CHALLENGES

- *Lack of taskforce integration*
- *Multiple manual data entries*
- *Disconnected data dispersed over multiple locations*
- *Redundant data and errors*

SOLUTION

- *OpenText Cordys*

BENEFITS

- *Faster customer acquisition*
- *Seamless taskforce integration*
- *Increased data quality*
- *Rapid integration to the Alfresco® DMS*

> *"The OpenText Cordys platform enables us to be very effective in executing our processes quickly and gives us the flexibility we need to fulfill the demand for our timely services. The fact that OpenText Cordys provides us with a single integrated solution gives us the opportunity to explore how we can benefit from other capabilities of the platform and improve business agility with Cloud based BPM and PaaS."*

AKIKO CAMPBELL, DIRECTOR, INNOVATION CENTRE, PACIFIC BLUE CROSS

The solution

PBC uses OpenText Cordys capabilities to act as a business integration component layered on PBC's existing ESB. The OpenText Cordys BPM and Dynamic Case Management components are used to support PBC's customer acquisition process referred to as New Group Setup. Based on the OpenText Cordys Business Operations Platform (BOP), they have built a case management solution called "LINKS". OpenText Cordys case modeling is used for the dynamic human-centric component of the New Group Setup process. PBC also leverages the Business Activity Monitoring (BAM) component embedded within the OpenText Cordys platform to maintain tight control and real-time monitoring of critical activities through business dashboards.

Business benefits

The implementation of OpenText Cordys at PBC minimized the manual processes that were previously causing delays. They can now seamlessly integrate with the existing ESB infrastructure and they have comprehensive functionality that can be offered in a single platform. Redundancy is reduced by creating a single instance which becomes the New Group (employee benefits plan sponsor) master record. This ensures that there are no double entries elsewhere. The OpenText Cordys solution offers PBC some substantial benefits such as leveraging the existing ESB systems, reducing the New Group Setup time, increasing data quality, and providing consolidated activity monitoring which is a benefit to management.

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