



Southern Cross  
Healthcare

## Customer Success Story

Products: nGen Knowledgebase

Industry: Healthcare

Web site: [www.southerncross.co.nz](http://www.southerncross.co.nz)

Business: Southern Cross Medical Care Society is New Zealand's largest private health insurer, providing health insurance to 20% of New Zealanders.

**Situation:** With over 800,000 members, Southern Cross needed a central, consistent internal source of knowledge for company policies and procedures relating to member claims and entitlements. Prior to implementation of nGen Knowledgebase, important information was held and maintained by different individuals or departments across Southern Cross with no central, one-stop shop.

**Solution:** Southern Cross deployed nGen Knowledgebase across the organisation, enabling staff to access an internal repository of nearly 2,000 articles about company processes, 'how-to' information and training tools.

**Results:** Usage has risen steadily since its introduction in November 2006, increasing by 35% between December and March, as staff became more familiar with the knowledge base and the value it provides.

**Resources:** In order to manage the new operational processes required for the Knowledgebase tool, Southern Cross has a team consisting of 4 staff known as Knowledge Management Specialists and 20 Authors/Approvers.

## nGen Knowledgebase Helps Southern Cross Get its Internal Knowledge into Shape

*"[nGenera CIM's] reporting capabilities allow us to see which articles are accessed most often, which is very useful information for management and something we couldn't have known prior to implementing [nGen] Knowledgebase."*

*- Kieran McDonogh, Knowledge Management Specialist, Southern Cross, NZ*



The screenshot shows the Southern Cross Healthcare website. At the top, there are navigation links for Health insurance, Travel insurance, Hospitals, activa, and About Southern Cross. The main header features the Southern Cross Healthcare logo and the tagline "Your health and wellbeing has been our business for 40 years". Below the header, there is an article titled "Exercising on the job" with an image of an alarm clock. The article text discusses the challenges of a busy schedule and the importance of exercise. To the right of the article is a site search box and a call to action for Southern Cross health insurance with the phone number 0800 100 777.

## The Customer Support Challenge

New Zealand's largest private health insurer, Southern Cross, has improved the quality and reliability of information available to staff and customers by implementing nGen Knowledgebase across the organisation.

With over 800,000 members, representing one in every five New Zealanders, Southern Cross receives over 50,000 calls each month from people enquiring about different health issues, medical procedures and their member entitlements.

"Members who are facing surgery or some other procedure often have questions about their level of cover and financial exposure," explains Southern Cross's Knowledge Management Specialist, Kieran McDonogh. "We have articles explaining how staff should process a claim, what information they need to obtain from members for different healthcare services and what criteria may or may not apply to particular healthcare services, just to name a few."

Southern Cross turned to nGen Knowledgebase after it resolved to acquire a solution to provide members with current, consistent, and accurate information. The healthcare organisation searched for an information management solution to provide a central repository of consistent and up-to-date information that could be accessed by all of its 600 staff members.



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*"[We] conducted a stringent evaluation of these offerings and voted on the features [we] needed, and unanimously decided on [nGen] Knowledgebase for its advanced workflow and version control capabilities, ease of access, and for the quality of [nGenera's] technical support."*

*--Kieran McDonogh  
Knowledge Management  
Specialist, Southern Cross*

World Headquarters  
3015 - 112th Avenue NE,  
Suite 100  
Bellevue, WA 98004  
Phone: 425.250.4900  
Toll free: 888.462.3484  
Fax: 425.250.5000  
Email: [cimsales@ngenera.com](mailto:cimsales@ngenera.com)

International Headquarters  
King George V Place  
4, Thames Avenue  
Windsor  
Berkshire  
SL4 1QP  
Tel: +44 (0) 870 904 1122  
Fax: +44 (0) 870 904 1123

## The nGenera CIM Solution

Southern Cross put together a forum comprising of stakeholders from across the organisation who jointly assessed the major solutions on the market and short-listed two products. They conducted a stringent evaluation of these offerings and voted on the features each required, and unanimously decided on nGen Knowledgebase for its advanced workflow and version control capabilities, ease of access, and for the quality of nGenera's technical support.

The knowledge base went live in November 2006 after a five-month implementation cycle. While the knowledge base is only available via the company intranet and is not accessible to external members, it enhances the quality and consistency of information provided to members using the Members' Services Contact Centre. Customer Service Representatives (CSRs) use nGen Knowledgebase to access a wide range of information regarding policies, entitlements, claims, and surgical procedures when contacted by a member.

## The Results

Although the 50 CSRs operating the contact centre phones account for only 12 percent of all registered users within Southern Cross, they are the organisation's power users and account for about 30 percent of all hits on the knowledge base. Additionally, nGen Knowledgebase is proving useful in other parts of the organisation, including the Claims department (70 employees), Prior Approvals (55 employees), and Corporate Solutions (120 employees). "[nGenera CIM's] reporting capabilities allow us to see which articles are accessed most often, which is extremely useful information for management and something we couldn't have known prior to implementing [nGen] Knowledgebase," says McDonogh. "Articles also have a feedback panel so users can advise whether it contained all the information they needed or whether revisions should be made."

The key end-benefit Southern Cross seeks from nGen Knowledgebase is more efficient and effective service for its 800,000 members. This is measured by the efficiency with which member inquiries are handled. "While it's too soon to detect any marked change in the length of call handling times or other customer service KPIs, we are expecting to see gradual improvements over time. There's certainly a greater dependence on [the knowledge base] and a growing tendency amongst staff to consult the electronic knowledge base in preference to printed policy documents, which has the extra benefit of reducing our paper usage. As we continue to refine our search criteria and expand the knowledge base content, its value to the organisation and its positive impact on our member service delivery can only grow," says McDonogh.

### About nGenera CIM

nGenera Customer Interaction Management is the global leader in next generation customer experience solutions. Customers report increased customer satisfaction and measureable cost savings within six months of deployment. With 250% customer growth over three years, more companies trust their customer experiences to nGenera Customer Interaction Management. Customers include Royal Bank of Canada, Saks Fifth Avenue, Canon, Dell, eBay, Epson, Ford, Microsoft, Scottrade, Siemens, Sony, and Sprint.

For more information, visit <http://www.ngenera.com/cim>.