

## CASE STUDY

# Telecommunication Voice Strategy

CLIENT | MEDIBANK



## ABOUT THE PROJECT

INDUSTRY	Health
SERVICES	Specialist Telco Advisory Design & Project Delivery
SOLUTIONS	Fixed Networks
DURATION	3 months

## THE CLIENT

Medibank Private Health Insurance (Medibank) is Australia's largest health insurance provider with approximately 4 million members and employing over 3,300 people under the two brands (Medibank Private and ahm). Medibank is the only health insurer present in every Australian state and territory and is made up of approximately 100 retail outlets throughout the country. While Medibank does have a large number of retail outlets, their prime point of contact is via a 250 seat contact center on-site at Medibank's Collins Street and Bourke Street offices in Melbourne, taking approximately 2 million calls a year and 100 – 175 contact center seats outsourced to Sales Force for outbound campaigns. The main 250 seat contact center is operated and staffed by Medibank, however the actual contact center solution is an outsourced solution provided and managed by a third party.

## THE PROJECT

The contact center operation is pivotal to Medibank's business model, with it relying heavily on the contact center to retain its existing client base and also attract new customers. The outsourcing contract was due to end in July 2013. GQI Consulting had already assisted Medibank through an initial strategy process to evaluate the best way forward for the contact center. This strategy demonstrated that the best option for Medibank was to go out to industry and conduct a tender for the supply of a contact center solution. This would give Medibank the best opportunity to test the current arrangements and see if a better value contact center solution was available.

**medibank**  
For Better Health

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## THE STORY

GQI Consulting's Principal Consultant, Ian Anderson, and Director, Cliff Gibson, were initially engaged by Medibank to develop a Telecommunications voice strategy and a road map to migrate from its existing complex, non-integrated and aging telecommunications systems to a new integrated solution across all of their corporate, retail, clinical and contact center environments, that will lead to significant commercial and operational benefits for Medibank as a whole.

After completing the strategy Ian was asked back to complete a detailed analysis of the Medibank contact center which lead to Ian developing an outline business case and options analysis for the update of the existing contact center system, detailing the best way forward for the organization and it's contact center. Medibank took this information and decided that a competitive tender, managed in house, was the best way forward for their contact center solution.

Following the return of tenders from the industry, GQI Consulting was asked to provide an independent view and to ratify the Medibank evaluation of the tender responses and to facilitated the development of a final business case. GQI Consulting made recommendations of the best way forward for Medibank, based on the results of the tender evaluation, which was presented to the Steering Committee, who accepted these recommendations and went on to develop a contract with the provider of the best solution from the tender.

## REFERENCE

Jim Murphy | Manager IT Architecture  
Medibank Private

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