

SENASA

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{ a **bicom systems** case study }

OVERVIEW

SENASA - "Seguro Nacional de Salud" or National Health Insurance - is one of the Dominican Republic's major health insurance providers. As a rapidly growing provider, SENASA must keep up with modern technology and communication. Between 2004 and 2012, SENASA grew from 35,000 to over 2,777,000 subscribers.



SENASA depends on HITEC, one of Bicom Systems' many distributors, for all of its communications needs. Hitec is a system integrator and support specialist located in the Dominican Republic.

CHALLENGE

The relationship between SENASA and Bicom Systems began back in 2008 when SENASA went to Hitec with a communications issue. With the increasing number of subscribers, SENASA was in need of a new solution to administrate inbound calls to the authorizations department. They requested a platform for their call center that could distribute over 10,000 inbound calls daily to their nearly 100 agents.

Hitec took on their challenge and turned to Bicom Systems for the necessary software.

SOLUTION

By using Bicom Systems' PBXware in the Call Center edition, Hitec was able to build and implement the ideal solution for SENASA. Call Center PBX offers all of the call center features needed to deal with SENASA's inbound calls.

SENASA was able to keep their old softphones and headsets.

Hitec integrated new equipment directly into their existing system.

IMPLEMENTATION

The implementation went smoothly without any issues along the way. The new platform was seamlessly integrated with the old infrastructure, allowing for a simple and quick installation process.

SENASA Call Center agents did not require training as most hardware and softphones remained the same. The transition was 100% transparent with new software being installed behind the scenes.

RESULTS

Since having the new platform installed, SENASA has been able to effectively and seamlessly serve over 15,000 callers per day. Agents are able to take and manage calls with ease, saving time and increasing customer satisfaction. SENASA has won several customer satisfaction awards and is continuously growing and gaining more subscribers.

The partnership between SENASA, Hitec, and Bicom Systems was a success all around, leaving not only the participating companies happy, but also the health insurance subscribers in the Dominican Republic.



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