

DEFINITY HEALTH

Testimonial

"Global Crossing provides a wide variety of reliable solutions and fast, attentive service. Their Ready-Access® audio conferencing solution has been a great benefit for our field staff, and the solution will grow with us as our organization expands. Best of all, through the dedication of our account manager, we expect to cut our conferencing costs by an estimated 47 percent over the next six months." - Leah Isaacson, office manager, Definity Health.

Story

Global Crossing delivers reliable, cost-effective conferencing capabilities to Definity Health employees.

Customer

Minneapolis-based Definity Health (www.definityhealth.com) provides consumer-driven health benefit programs that give consumers both greater choice and responsibility over their healthcare decisions. It was awarded the National Business Group on Health (NBCH) 2002 Mercury Award for eHealth excellence and the 2001 Creative Excellence in Benefits Award by the International Foundation of Employee Benefit Plans. The Health Insurance Association of America (HIAA) also recognized Definity Health and CEO Tony Miller with its 2001 Innovators Award.

Founded in 1998, Definity Health currently has approximately 150 employees who are dedicated to offering the highest quality healthcare options to its approximately 180,000 members.

Challenge

After three years of significant growth, Definity Health required increasingly more field staff to serve the needs of its customers and educate prospective customers about healthcare options that the company offered. While face-to-face would be the preferred method to educate customers and maintain relationships, Definity needed to provide employees with more flexible methods to contact their customers and each other. Telecommunications was clearly the next best option.

Requirements

The key for Definity Health was finding a smooth and simple conferencing service for employees to use. Definity wanted to begin with audio conferencing, but wanted a provider that could offer added functionality and grow along with the organization.

Solution

Global Crossing provides Definity Health with its Ready-Access conferencing suite. Definity uses audio conferencing for strategic planning and business updates among departments whose members are spread across several locations, and uses Event Call for specific annual employee training calls. The organization is also evaluating Global Crossing's Ready-Access Web Meeting and eMeeting features, so that as it grows, its conferencing options will do so as well.

Result

By offering a reliable, scalable solution, competitive pricing and attentive service, Global Crossing has won a valuable customer in Definity Health.

Definity employees now have access to a quick, efficient conferencing service that can be used any time, without reservations, to reach customers and colleagues, regardless of their location.

Definity's largest Ready-Access user cites the service as a great tool that is easy to use and available on-demand.

"The product is always there when I need it," says Cris Dubord, Sales Operations Manager for Definity Health. "And if I make a mistake, such as pressing the wrong series of buttons for a feature I want to use, the customer care operators are always very helpful and able to help me turn on the functions I need during my conference calls."

Why Global Crossing?

"Global Crossing provides us with a reliable solution and great service. Even when they experienced financial challenges, their attention to customer service did not waiver. As a result, we have no reason to look for another conferencing provider," added Dubord.