

## Envision Partners With Free & Clear® To Drive Efficiency And Effectiveness In A Virtual Agent Contact Center Environment

The Envision Performance Suite™ solves three key problems for Free & Clear on a daily basis:

- **Virtual workforce:** 50 percent of our agents work exclusively from home.
- **Length of calls:** A typical intervention call usually lasts an average of 20-30 minutes. The old tape recorder system could only hold two to three calls on a 60-minute tape for an agent. Managing a library of tapes was cumbersome and time consuming.
- **Scalability:** Free & Clear is growing rapidly and needs a solution that grows and expands accordingly.

Free & Clear is a nationally recognized leader in the field of tobacco cessation. Its program is consistently recognized by the American Association of Health Plans' Managed Care Achievements in Tobacco Control Awards Program and is recognized by the CDC and Robert Wood Johnson Foundation as a model tobacco cessation program. Free & Clear helps its clients improve the health of their populations and control related costs by reducing the prevalence of tobacco use.

With over 20 years of developing and delivering scientifically-based and proven treatment programs, Free & Clear provides services that support health behavior change. With the support of partners such as the National Cancer Institute, the Centers for Disease Control and Prevention and the Robert Wood Johnson Foundation, Free & Clear has become a national leader in the development, evaluation and delivery of evidence-based behavior change programs across the U.S.

Free & Clear helps people succeed in overcoming their dependence on tobacco by employing evidence-based and innovative treatment methods. Free & Clear currently runs the tobacco quit lines for 16 states across the country and contracts with more than 100 health plans and employers to provide tobacco cessation services.

**“ Working within a hybrid virtual environment where more than 50 percent of our agents work from home is challenging. With Envision’s multi-site solution, we can quickly and easily identify agent knowledge and skill gaps and consistently coach to improve our performance, helping more of our clients to quit smoking.”**

Andrew Roberts, Call Quality Manager



### Overview

#### Results

- > New recording solution increased number of calls recorded from 510 calls per month to 51,000 calls per month
- > Easy-to-use solution increased the effectiveness of coaching sessions because agents could review calls beforehand and actively participate in the process
- > Recorded screen shots allowed supervisors to identify agent knowledge and skill gaps and coach to improve agent efficiency and effectiveness

#### Purchase Decision Factors

- > Envision is a local company
- > Envision is recognized as an innovative industry leader that develops award-winning contact center applications
- > Envision understands customers' business and financial needs

#### Industry

Health Services

#### Web Site

[www.alerewellbeing.com](http://www.alerewellbeing.com)

**Free & Clear® uses Envision's easy-to-use, unified solution to coach and develop its agents improving performance**

The Free & Clear Coaching Center is the center of the organization's operation, as the essence of its mission is working with participants to eliminate their tobacco habits. It is staffed with 195 agents; 112 of whom work from home. Seventeen supervisors work with the agents in handling hundreds of new enrollments and interventions each day.

Before implementing Envision's solution, Free & Clear used voice-activated tape recorders that were spliced into the phone line to record calls for evaluation. Supervisors had to plan when to record a call, then manually start and stop the recording. If a supervisor was out for a week, the supervisor's team did not get recorded for that week. All evaluations were first recorded on paper. After evaluating a call, supervisors would enter high-level evaluation data into a separate database. From time to time changes were made on the paper evaluation form of skills to be monitored, but the database was not updated with the changes. Also, if an agent requested that a particular call be evaluated, the chances were the call had not been recorded.

With the Envision Performance Suite, Free & Clear can record exponentially more calls than was possible with the tape recorder system. Agents can receive feedback on a particular call of their choosing because there's a much greater likelihood that the calls were recorded.

The solution records agents' screens, helping supervisors identify knowledge and skills gaps, improving center efficiency and effectiveness.

With the Envision Performance Suite, Free & Clear has a flexible and scalable solution that can meet its needs today and support future growth. By partnering with Envision, Free & Clear has the support it needs to improve agent performance in a distributed environment improving center efficiency and effectiveness in helping thousands of clients improve their health.

Envision Click2Coach integrates traditional quality monitoring with personalized coaching solutions, enabling contact centers to efficiently and continually develop the agent skills needed to be truly effective. With Envision Click2Coach, supervisors can easily review customer interactions, evaluate agent skills and integrate training content with evaluations and annotated feedback to deliver customized, targeted coaching directly to the desktops of agents in a timely and digestible format.

**About Envision**

Envision is a pioneer in delivering innovative team coaching and performance improvement products and services to the contact center. Envision's landmark and industry-renowned Click2Coach® fully integrates the value of quality monitoring and management, e-learning, automated coaching and robust analytics and performance management capabilities.

Envision marries the power of Click2Coach and Envision Workforce Management™ together on the award-winning Envision Centricity® Web-based workforce optimization (WFO) technology platform to deliver a full spectrum of ROI-driven efficiency and effectiveness gains that meet the most specific and unique objectives of customer-focused organizations worldwide.

A commitment to unparalleled customer-centricity is at the center of the company's mission and is what makes Envision the authority on delivering an uncompromising customer experience. Visit [www.envisioninc.com](http://www.envisioninc.com), email [info@envisioninc.com](mailto:info@envisioninc.com) or call 206.225.0800 ext. 500 for more information.

© 2011 Envision Telephony Inc. All rights reserved. Click2Coach is a registered trademark of Envision. Envision, Envision Quality Monitoring, Envision eLearning and the Envision logo are trademarks of Envision Telephony, Inc.