



**CASE STUDY** : CUSTOMER RELATIONSHIP MANAGEMENT



When the Health Insurance Fund of Western Australia looked to change its strategic direction recently, it partnered with BRW Fast 100 member Vivid Group, to manage its e-business applications.

FOR MORE INFORMATION, CONTACT US ON 1800 632 341

# “HIF - Logging into the future.”

- Stephen Brown, Managing Director

Vivid had developed HIF's previous website three years earlier – giving them a solid understanding of the company's core philosophy. This time around, Vivid used that knowledge to work with HIF in refining its website to reflect its current direction.

While the previous website was designed to be more of an educational tool – generically promoting the benefits of health insurance – the new site used cutting-edge technology to give HIF clients a more simplified version of this information...and more.

Today, at the touch of a few keys, HIF members can access 24/7 from the convenience of their home or office information that once could only be obtained by ringing HIF or calling into one of their customer service centres.

Setting the standard in the health insurance industry, HIF members can now, for example, check on-line their current member status in terms of level of cover, obtain quotes on refunds expected on particular medical procedures and view a listing of HIF preferred hospitals.

And that is just the start of e-business technology applications used by HIF, who have benchmarked their website services as being similar to that offered by financial services institutions.

It is with that mindset that Vivid have developed the back-end of the HIF website to accept new client-focused applications when required by the insurer.

Importantly, Vivid have ensured that this back-end technology interacts with the software currently used by HIF.

Future plans for HIF – who are embracing this new technology – include the development of an e-newsletter to correlate with the steady increase of its members who are gradually becoming more computer savvy and demanding e-commerce correspondence.

HIF have logged into e-business and its success to date has provided the impetus to continue with this ever increasing important means of communication.