

# Humana®

## Using Case Management and Communities to Optimize Customer Service Processes

### The Objective

Louisville, KY-based health care company, Humana, recently implemented Salesforce.com to help support their non-Protected Health Information (PHI) business sector. Humana utilized Case Management and Communities to help log issues and connect with their customers. Alternative Solutions was hired to help Humana with the remaining gaps in the implementation prior to deployment to production.

### Deliverables

The deliverables of Humana's initial implementation of Salesforce.com included the following:

- 1.) Modifications to current out of the box object structures and the design and customization of supporting business processes
- 2.) Modifications to the Case object and aSSIST Community to align with best practices
- 3.) Review of data integration policies

- 4.) Deployment of Salesforce.com and near-term production support
- 5.) User and administrator hands on training

### Benefits

The main benefit of Humana's Salesforce.com implementation is the ability to have internal users and external customers collaborate together to improve customer service. The community portal is customized and optimized for the end users and provides a quick and easy way for them to find answers and/or log an issue directly with Humana. These inquiries are then logged as Cases and as a result, Case Management provides an organized tracking system that allows Humana to resolve issues quicker and provide better customer service.