



# Case Study

*Zenith American Solutions Saves Time and Money by Migrating to an Open Standards IVR*



## integrated voice solutions

### Company

Zenith American Solutions, Inc.  
Tampa, Florida  
www.zenith-american.com

### Technologies Used

- ✓ Arca+ conversion product
- ✓ Voxeo Prophecy Pro platform

### Service Area

Multiple offices nationwide

### Client Base

Two million benefit plan participants

### New Platform Positions Company to Add More Channels and Self-Service Capabilities

Integrated Voice Solutions (IVS) recently migrated Zenith American Solutions' IVR system to Voxeo's modern, open standards-based platform in less than 30% of the time and for 35% of the cost that would have been required to rewrite the company's existing IVR applications while remaining compatible with the current vendor's upgraded platform. Zenith American Solutions is now able to connect with customers using the latest automated business channels today, and into the future.

### Upgrade Brings Business Benefits

For the same money that Zenith American Solutions would have spent on additional ports for its outdated IVR platform, the company is now:

- Positioned to migrate all IVR traffic to the Voxeo platform
- Able to easily implement and support new technologies and channels such as SMS, mobile applications, location based services and social media
- Poised to control annual maintenance and support charges for its IVR
- Able to provide enhanced/increased service to their existing clients at no additional cost

### IVS and Voxeo Help Zenith American Deliver on the Promise of Personalized Customer Service

As the largest independent third party administrator in the United States, Zenith American Solutions provides technologies, services, systems and support methodology to self-funded employer benefit plans, which cover nearly two million plan participants. The company currently operates more than 40 offices nationwide, each focused on providing solutions employers need to navigate increasingly complex regulatory changes and cost effective benefit plans.

"Every plan is unique and demands a personalized approach," says John Silva, Zenith American Solutions Director – Infrastructure Services. "If an employer or plan participant needs to reach our call center about any aspect of their benefit plan, we need to make good on our commitment to service excellence. Considering that people may be calling when they are dealing with a high stress event such as a medical emergency, the loss of a job or the death of a loved one, we can't afford to have our IVR system fall behind our customer communication needs."

## Keeping Pace with Growth

Zenith American Solutions required expansion of its outdated 48-port premise-based Interactive Voice Response (IVR) solution to provide an even higher level of service for its clients. In addition to receiving high quotes for port upgrades, Zenith American found that the right versions of other supporting software, such as Automatic Speech Recognition (ASR) and Text to Speech (TTS), were no longer available for the existing platform. To proceed with an expansion, Zenith American would need



**Instead, Zenith American Solutions started to look for an alternative solution.**

The company's first mandate was to move to a newer, more modern open standards platform. However, to run on the new platform, this would require a rewrite of all existing IVR applications. Zenith American quickly established that such an application redevelopment would become a lengthy and expensive project. Therefore—as with many legacy IVR expansion and enhancement projects—progress would be next to impossible without upgrading to a modern platform and an expensive, time-consuming application rewrite. Zenith American did not have time for this endeavor: the technology upgrade was effectively holding up the growth of the business and temporarily, the expansion initiative stalled.

## Meeting Both Current and Future Needs

With the help of IVS, Zenith American Solutions began

## Key Reasons Zenith American Solutions Chose a Migration with IVS and Voxeo

- Open standards-based solution
- Native SIP solution allowed for easy integration to modern telephony environment
- Ability to easily and quickly increase capacity
- Highest level of compatibility with other modern software and solutions
- Cost-effectiveness: *Zenith American's complete migration project cost (licenses and services) was about the same as buying the additional ports for the incumbent voice platform*
- Using Arca+, IVR applications were converted to the new Voxeo platform in 30% of the time and 35% of the cost it would have taken to rewrite the applications
- Using IVS as the total solution provider gave Zenith American one vendor to work with for the entire project

to look at available solutions. Rather than expand its existing proprietary IVR platform, the company opted to implement the Voxeo open standards solution alongside its existing platform in order to deliver the additional ports required for business expansion.

*“IVS went beyond our expectations for solution delivery and has been instrumental in supporting our internal staff throughout the migration.”*

- John Silva, Director  
Infrastructure Services  
Zenith American Solutions



Zenith American  
SOLUTIONS



VOXEO



## Case Study: Zenith American Solutions

Using the Arca+ conversion product to migrate the applications to Voxeo, IVS was able to complete the migration in less than 30% of the time that would have been required to redevelop those applications from scratch. Because Arca+ converts code from one platform to another exactly as it exists, Zenith American Solutions was assured that application functions and logic would be transposed perfectly from the existing proprietary platform to Voxeo code, resulting in an identical user experience across both old and new platforms.

Once the applications were converted using Arca+, IVS made application enhancements to allow for modern platform features no longer available in the original legacy IVR system. Because these modifications are included in the Arca+ conversion cost, the upgrade resulted in the creation of modern, cost-effective IVR applications that

will work for Zenith American today and as the company's business and technical needs grow into the future.

Thanks to lower per-port prices with open standards technologies, the complete move to the Voxeo platform—including the migration of existing IVR applications using Arca+—proved to cost almost the same as purchasing only the expansion ports for the old platform.

"Arca+ worked as promised," notes Zenith American Solutions' Silva. "The migration to Voxeo technology using Arca+ has enabled us to quickly and cost effectively expand our business needs and offer IVR applications to our clients. Using Voxeo, we now have the ability to deploy IVR applications to other clients without having to re-write code and with an open standards solution that will allow us to handle growth effectively and efficiently in the future."

### Summary

Using Arca+ and Voxeo, IVS was able to help Zenith American Solutions move to a modern, open standards-based voice platform in a matter of weeks and for an overall cost that was about the same as upgrading to the current vendor's platform. In addition, Zenith American now has the ability to handle growth effectively and efficiently by adding more ports and multi-channel communications strategies including voice, SMS, mobile web and social networks such as Twitter.

### Arca+ Project Statistics

What you need to know about the project savings that IVS and Arca+ delivered to Zenith-American's IVR migration:

- Project Hours (effort) with No Automation: **470**
- Project Hours (effort) with Arca+ Automation: **130**
- Project Hours Saved: **340**
- Work Effort Savings: **72%**
- Project Cost Savings: **65%**
- Original Project Duration: **3.5 months**
- Project Duration with Arca+: **2.3 months**
- Project Duration Savings: **34%**

## See for Yourself!

[Download our migration analysis datasheet](#) to find out what our clients already know about how much time and money they will save migrating their legacy IVR systems.

Or contact IVS to schedule your free, no-obligation migration cost analysis and see how much money you can save by implementing a modern, open-standard IVR!



**Call** 781-853-0400

**Click** [www.integratedvoicesolutions.com](http://www.integratedvoicesolutions.com)

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voxeo



## Company Profiles

### Integrated Voice Solutions

IVS is an industry-trusted architect of customer experience solutions that assist businesses in connecting with their customers across automated channels. By building technologies that allow implementation of positive, personalized, and interactive end-user experiences, IVS is shaping the way businesses communicate. IVS customers include some of the largest organizations in the world, representing all industries. [www.integratedvoicesolutions.com](http://www.integratedvoicesolutions.com)



### Voxeo

Voxeo unlocks communications that make voice, SMS, instant messaging, Twitter, web chat, mobile web, unified communications and self-service applications easy to create, manage, analyze, optimize and afford. Every day Voxeo works to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving—fueled by a company-wide obsession with customer success. The company works with more than 250,000 developers, 45,000 companies and half of the Fortune 100 from its headquarters in Orlando, Beijing, Cologne, and London. Visit or join Voxeo conversations on the web at [www.voxeo.com](http://www.voxeo.com), [blogs.voxeo.com](http://blogs.voxeo.com) or [twitter.com/voxeo](http://twitter.com/voxeo).



### Zenith American Solutions

Zenith American Solutions provides 120 years of collective experience to nearly two million plan participants. Its combined focus is providing the technologies, services, systems and support to self-funded Health and Benefit plans so they get the cost effective solutions they need for increasingly complex regulatory requirements. Zenith American Solutions is the largest independent third party administrator in the United States and currently operates 37 offices nationwide. [www.zenith-american.com](http://www.zenith-american.com).



### Arca+

Arca+ by Arca Software provides an automated method for migrating applications from a legacy IVR system to a new open standards system that allows businesses to leverage industry-standard architectures while driving down both the cost to develop new applications, and ongoing maintenance and support. Using Arca+, the migration of an application can typically be carried out in a quarter of the elapsed time and for half the cost of a manual redevelopment. Arca+ is a partner company with Integrated Voice Solutions. [www.arcaplus.com](http://www.arcaplus.com)

