



“WebEx allows us to implement a competitive solution. We’ve been able to touch more customers more rapidly, and we’re doing a better job at it. We’ve delivered on our promise of better service and faster implementation.”

— Erick Allen, Director of Education, CareCentric

CareCentric taps into huge revenue pool by fueling customer satisfaction.



INDUSTRY

Software industry serving the healthcare market

WEBEX APPLICATIONS

Training Center

SUMMARY

CareCentric met customer demand for an online training solution by integrating WebEx Training Center with its LMS, creating a new product line and higher revenue while cutting customer implementation times in half and reducing the burden on its support center.

ABOUT CARECENTRIC

Line of Business

Billing, management, and clinical software.

Headquarters

Atlanta, GA

Number of Employees

180

WebEx Customer Since 2004

For over 30 years, CareCentric has been providing proven, market-leading information systems for the home care industry, and is the largest IS vendor dedicated solely to the home care market. The company’s billing, management, and clinical software solutions help thousands of home care providers more fully automate their business processes. Based in Atlanta, CareCentric’s 180 employees serve and support customers operating within all facets of the home care industry – home health, hospice, home medical equipment, rehabilitation, and home care pharmacy.

The Challenge

Responding to customer demand, CareCentric had already experimented with adding an online training component to supplement its live classroom programs by early 2004. These preliminary efforts involved establishing dedicated VPNs between specific customers and the company’s corporate office. While providing basic “point and click” style training, CareCentric’s Director of Education, Erick Allen, rapidly recognized that the technology was too limiting: “We had no true training tools available. We couldn’t share applications, there was no polling, we couldn’t track anyone’s activity or reach multiple customers at the same time.” Allen understood this meant finding a web-based training solution, one that could bring true e-learning tools to multiple participants. This robust online training

component would enable CareCentric to offer a truly blended educational model to better meet its customers’ needs.

The Solution

Allen had some specific requirements for CareCentric’s new training application. As a small company, the solution had to be affordable. “We looked at Centra and Microsoft Live,” says Allen, “but those providers didn’t offer a good pricing model for a small company like us—they made it very hard for us to consider implementing them.” Allen also needed a vendor to host the solution, eliminating the need for internal IT resources to implement and manage the application. According to Allen, “WebEx was a perfect fit. They partnered with us to make the pricing model work and they gave us robust e-learning tools and training capabilities in a hosted solution.”

CareCentric’s new blended learning solution is called The Learning Track. It’s comprised of live onsite training, WebEx Training Center for the e-learning component, and integrates Training Center with CareCentric’s learning management system (LMS), Learn.com for online registration and e-commerce.

The sales and support organizations are the primary marketers of the company’s educational offerings. Customers follow through by visiting CareCentric’s branded WebEx training portal, which offers a list of



upcoming classes. When each participant registers, the company captures relevant account and payment information. The data is then managed and stored in CareCentric's integrated LMS, and WebEx sends registration confirmations to both the customer and the course instructor. According to Allen, "Our integrated WebEx/LMS solution with the e-commerce modules has enabled us to sell a lot of training on our legacy products. It allowed us to become a major product line in our company without adding training headcount."

Another key revenue source for the company is selling productivity assessments. Allen believes that integrating WebEx Training Center into this product set lets CareCentric help its customers to become more productive, more rapidly.

"At every onsite classroom training, we offer an hour of online training with WebEx as a follow up," says Allen. "We're partnering with our customers and showing them how they can get up and running faster." And the productivity gains are lowering the impact on CareCentric's support center, shifting customers from being reactive—calling in when they're in trouble—to proactive, by signing up for an online training.

"WebEx also supports promotional coupons at the registration interface," says Allen. "We're letting our support staff direct customers who ask common questions on our legacy products to our online trainings by giving them a special coupon price. It further reduces the demand on our call center and our customers appreciate that we offer them a way to take care of their needs—when they need it."

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The Benefits

Since implementing WebEx, the company has identified significant benefits, and conservatively estimate that they reduced customer implementation times by 50%. Allen feels that a typical onsite training schedule that required 2 weeks to implement can now be delivered in four days online.

The training staff is now better equipped to handle multiple customers. According to Allen, "Our staff would typically be handling one customer at a time—onsite—providing training and getting their teams up and running. With WebEx that same staff person now manages 3-4 implementations per day. This creates more time for us to better serve all our customers."

The training staff also has more time to focus on content management and development. "We can better manage our content, keeping it more focused," says Allen. "We can now monitor how the trainers are doing live, and they understand they have a time limit and predetermined content that has to be delivered to achieve a specific training goal for that session, making them better trainers overall."

Allen believes that WebEx was the key to helping CareCentric tap into a huge revenue pool leading to significant customer satisfaction. "WebEx allows us to implement a competitive solution," says Allen. "We've been able to touch

more customers more rapidly, and we're doing a better job at it. We've delivered on our promise of better service and faster implementation."

The Future

CareCentric plans to continue rolling out additional educational offerings using their integrated WebEx solution. This includes offering recorded Training Center sessions for customers to purchase and access on-demand. Allen also anticipates employing WebEx Hands on Lab, enabling participants to log in to remote servers before or after class to practice applications, rather than taking up session time when multiple attendees are present.

Allen anticipates that all future enhancements to the system will be based on the optimal training mix for CareCentric's customers. "I want to deliver this information in the way that will help customers use it and retain it," says Allen. "For us it's about getting our customers well-trained, productive, and meeting their need for flexible learning. CareCentric is partnering with WebEx now because we believe the demand from our customers for this kind of easily accessible, easily digestible training will only increase."

HIGHLIGHTS

- WebEx Training Center enabled CareCentric to improve overall productivity by freeing up staff to manage multiple implementations each day.
- CareCentric slashed customer implementation times from two weeks to four days by using WebEx Training Center.
- Solution enabled the company to implement a new product line, increased training center revenues, and reduced the need for traditional customer support.