

Bureau of Workers Compensation – Web and Mobile solution

Summary:

Client: Bureau of Workers Compensation (BWC) provides workers' compensation insurance coverage for employers and employees

BWC sought a consultant company to provide a web and mobile strategy document. They wanted a company that could analyze existing website and call center data and provide a roadmap and recommendations for appropriate website redesign efforts and mobile (Smartphone) interface development.

The BWC website provides critical access to services that claimants and policyholders use thousands of times daily. The website design was antiquated and based on an information repository model, i.e., paper forms posted to a website. Infomatics developed a web and mobile strategy solution that:

- Recommended prioritizing enhancements to electronic communication channels based on usage analysis
- Proposed a strategy to migrate to newer service offerings
- Identified staff skill sets to manage electronic-communication channels
- Developed a strategic value proposition and plan for leveraging mobile communication
- Proposed ongoing monitoring and usage measurements to direct continuous improvement efforts toward the greatest ROI

Client Vision:

The client chose Infomatics to develop a mobile and web strategy to:

- Reduce telephone call volume from website users to the contact center
- Increase website usage
- Provide a richer, more modern, and more positive web-based user experience

Technologies:

Project management technologies: Daily standup meetings, Microsoft Office, Microsoft Project, and SharePoint

Business Analysis technologies: Excel-based data analytics of both call center and website usage data, extensive user interviews, correspondence review, review of current website, best-in-class analysis of existing websites

Results:

- Using its holistic data analytics and business analysis approach, Infomatics collaborated with the client to define the solutions to support the client vision, resulting in recommendations that were both different and improved from the original scope
- Infomatics developed a 115 page evidence-based analysis for the evolution of the website including its current state and a roadmap to the end state vision
- In addition to the contract deliverables, Infomatics developed a data mining and decision analytics tool for BWC to estimate the impact of call center load reduction countermeasures

