

# CASE STUDY

## Johnston Group Five9 Implementation



Johnston Group administers group health and dental benefits, critical illness, disability and life insurance to more than 30,000 small businesses, 300 larger companies and 350 Indigenous organizations across

Canada. With \$600 million in premiums under administration and over thirty years of experience, Johnston Group's strength lies within its administrative capabilities. Headquartered in Winnipeg, Manitoba, its staff of 300 issues 3,000 new group cases per year, fields 26,000 calls per month, and processes over 3,000 claims per day.

## THE CHALLENGE

Johnston Group is focused on growth and providing excellent services and care for its clients and their employees. They partnered with Online to better plan and accelerate its digital transformation journey for an improved return on investment. The goals (and challenges) were to expand capabilities around customer experience (CX) for members,

increase client and advisor satisfaction, and increase efficiency. Johnston Group wanted to expand self-service automation for clients, partners and advisors to improve the overall experience and efficiency of customer facing business processes.



## THE SOLUTION

After trusted evaluation, Johnston Group decided to partner with Five9 and Online to implement an Omni Channel CCaaS solution that included voice, chat and email media types. As a result, all media is delivered by one centralized routing platform, eliminating the need for advisors to use multiple technology solutions for each channel which creates better visibility into the customer experience. Enterprise level QM within the Five9 platform offers unprecedented visibility to advisor activity related to the experience of their clients.

A Five9 Intelligent Virtual Agent (IVA) solution was also deployed to assist with dental provider inquiries. The IVA re-routes and automates inquiries to improve the client and advisor experience while optimizing the use of advisor time for more complex client issues. This solution also sets the technological foundation for the ability to automate further repetitive inquiries to be offloaded from advisors.

The project followed the methodology which commences with information gathering and progressed through Design, Build (configuration), Testing, Production Deployment and Transition to Johnston Group's business and support teams. Online assigned a team of resources to the project including solution architects, analysts and a customer success manager. The Online team worked collaboratively with the partner, Five9 on the implementation. Johnston Group provided subject matter experts and IT specialists.

## THE RESULTS

Johnston Group achieved its goals and is building on the foundation through multi-channel, self-service automation for clients, partners, and advisors. These channels include website, portal, mobile application, chat, email and voice. Johnston Group has improved insights into their clients, and improved reporting functions. Post implementation, Online currently supports Johnston Group with continuous enhancement and optimization of the Five9 platform based on business goals for contact centre improvement. Online and Johnston Group have a continued partnership across many areas of the business, and contact centre is a core component of the overall Customer Experience journey.

THIS IVA RE-ROUTES  
**90 CALLS/DAY**  
FOR ADVISORS



REPRESENTING THE WORK OF  
**1.25**  
FULL-TIME ADVISORS

To learn more about how Online Business Systems can help your business, visit [obsglobal.com](https://obsglobal.com)



 **Results. Guaranteed.**