



Compvue's Global Health Industry Practice

A premier nurse staffing company does seamless sales and recruitment through Compvue's advanced integrated CRM and back office automation solution.

An emerging Healthcare staffing firm from Southern California needed a fresh new vision to deal with challenges like adverse economic headwinds and sustain sales amidst intense competition. Compvue used an innovative reengineering solution to help overcome these challenges. The objective was to implement low cost turn-key solutions in incremental phases to help increase sales, reduce operational costs and increase efficiencies.

Compvue designed and architected the vision – a solutions strategy that helped customer to achieve its objectives. The phased implementation strategies targeted following key areas – Marketing, Business Process (Front end and Back end) and Technology.

- Marketing
 - Rebranding
 - Web content
 - Low cost mass Marketing campaigns
 - Manage leads

- Business & Processes
 - Re-engineer key business processes
 - Automation
 - Outsourcing
 - Routing
 - Notification/Communication
 - Case management
 - Reporting

- Information Technology
 - Security -Single Sign-on using LDAP
 - Compliance & Document Management Automation (Electronic filing)
 - Smart match Candidates and Jobs
 - Video portal for remote interviewing
 - Implementation of Vendor management
 - Automation of Tasks and Notes Management
 - Task Schedulers
 - Metrics Reports
 - Integration
 - Cloud Call Center –Manage Mass outbound Sales calls
 - E-mail - MS Outlook
 - Google Maps
 - Content Management
 - Marketing Tools – Jango Mail
 - Accounting and Payroll
 - User interface facelift
 - Consistent presentation of data/ information
 - Visual indicators
 - Smart search and filters
 - Collated information
 - Efficient navigation and presentation
 - System Monitoring
 - Health Check
 - Dashboard
 - Self Correction & Notification
 - ROI Assessment
 - Performance Tuning
 - Scalability
 - Migration
 - Phase out legacy CRM application system
 - Migrate Data from legacy CRM

Business Challenge

Customer needed to increase revenue and margins by timely placement of candidates for the open job positions in a highly competitive market. A combination of limitations in legacy CRM application system and loose ends in business processes execution posed some of the following problems.

- Inability to take full advantage of huge data bank of more than 300K candidates
- Paper based filing
- Manual and lengthy compliance processing cycle
- Non structured and inconsistent business rules
- Non productive matching capabilities
- Manual, redundant and poor organization and profile matching of candidates to jobs
- Job vs. Candidate vs. Compliance needs
- Time consuming and non scalable approach
- Long placement close cycle
- Several bottle necks
- Lack of visibility
- Duplicated efforts
- Unproductive customer calls
- Time consuming payroll and data reconciliation

How Compvue Helped

Compvue helped the customer by implementing multiple automation solutions that helped reduced the placement close processing times up to 75%. These solutions helped improved profitability margins and penetrated into new client accounts. Some of the areas of improvements were:

- Automation of tracking Candidate's preferences, Clients needs and Job profiles
- Capability to match based on latest status and preference
- Capability to match on Compliance requirements
- Accurate and timely presentation and status of compliance data
- Smart search and filter to enable short listing of qualified candidates
- Task Notification with Routing
- Submission of quality candidate profiles based on criteria match
- Automated outbound calling

Implementation Challenges

Compvue's team overcame the following challenges during the change process:

- Client's needs had to be architected as configurable parameters which can be set at various levels (All Jobs, Candidate Specific and Job Specific)
- All compliance documents (Licenses, Certificates, Certifications, Medical Examination results etc.) to be categorized and stored for comparison/matching purpose
- All new functionalities and major User interface facelift had to be incorporated without impacting existing Modules and very strict timeline.
- New functionalities involved major system level integration (Document Management System, e-mail, Tasks, Notes, Workflow and Media, mass mailing and predictive dialer).

Technology

Compvue successfully implemented the following open-source technologies; to deliver a low-cost yet highly effective placement solution for the customer.

- Alfresco Document Management System
- Quartz scheduler
- Wowsa Media streaming
- Drool Workflow
- JBoss in Cluster mode
- MySQL database
- Hibernate and Struts framework
- Ajax and CSS
- Linux
- Heartbeat Load balancer
- Crystal Reports
- AppManager Monitoring
- JangoMail
- CallFire Dialer

Trusted Services Partner

Our client met its targets on time, and they continue to eliminate delays to achieve higher levels of productivity and dramatically reduce risk.

The healthcare provider benefited from Compvue's ability to quickly resolve complex staffing issues and streamline improvements. They retain us to date for support as well as future partnership initiatives..

About Compvue

Compvue Inc. is a California Corporation with focus on Information Technology Consulting and Business Process Outsourcing. Compvue has two fully owned subsidiaries overseas, Compvue Philippines Inc which specializes in business process outsourcing in U.S healthcare sector and Compvue India Private Limited that focuses on information technology consulting and back-office business process outsourcing with two already established centers in Chennai and Nagercoil.