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Pradeep De Silva
Project Manager,
Information Management
Branch
WorkCover NSW

WorkCover NSW

Eclipse builds CRM system for WorkCover NSW to improve client management and service

WorkCover NSW serves the New South Wales Government and the community in the areas of occupational health and safety, rehabilitation, injury management and workers compensation.

Its primary objective is to work in partnership with the NSW community to achieve safe workplaces, effective return to work and security for injured workers.

The Business Advisory Group is a relatively new area within WorkCover NSW. For approximately four years, the Group's focus was to provide practical assistance to small to medium sized businesses with a particular focus on Occupational Health & Safety Issues, Workers Compensation and Injury Management Issues.

During this time, the area has grown from a dedicated team of two to a significantly larger group of approximately 60 people. Team members occupy a variety of roles that provide support within areas of administration, policy, programs and service delivery.

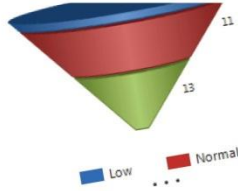
The Group plays an integral role in providing industry best practice solutions and advice on workplace safety for small to medium businesses within New South Wales.

The Challenge

Prior to partnering with Eclipse, the Business Advisory Group (BAG) within WorkCover NSW used Microsoft Excel and Microsoft Word to manage and track client contacts and activities. Not only was this time consuming and inefficient, it also resulted in inconsistencies and errors with the information being captured.

Following a strategic review, WorkCover NSW decided it was critically important to implement a specialised customer relationship management (CRM) solution to better manage the contacts database and provide improved service to clients.

Pradeep De Silva, project manager, information management branch, WorkCover NSW said, *"The existing process was inadequate. There was no centralised database to capture all the necessary business information."*



... Eclipse delivered a customised solution capable of providing up-to-the-minute information with great accuracy and reliability by working closely with the WorkCover NSW team...



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“Updates on specific contacts or activities had to be entered manually, increasing the chance of errors, and this also created unnecessary paper work.

“The team’s rapid growth made it difficult to enact effective quality control processes, and multiple versions of the same documents were being created across different offices. You were not always sure if you were using the latest information.”

WorkCover NSW considered a few CRM products such as Goldmine, Microsoft Dynamics CRM, Ruleburst/Oasis and Tibco. However, these CRM products did not meet WorkCover NSW’s specific requirements.

The Solution

Eclipse developed a customised solution based on the Pivotal CRM v5.9 and Pivotal MarketFirst applications, with the combined solution branded by WorkCover NSW as BizAssist.

“BizAssist let us create targeted marketing campaigns by using the comprehensive database to tell us the events and training opportunities specific customers are likely to be interested in.

“Importantly, by having the ability to track information regarding onsite safety evaluations and visits, we can tailor and update our public education events more effectively and generate more accurate reports,” said Pradeep.

Eclipse had previously provided WorkCover NSW with technical support for an old CRM system. Their familiarity with WorkCover NSW’s unique requirements was a key driver in being chosen as the solutions provider.

“We had some minor implementation issues during both phases of the solution. However, Eclipse’s project management experience and solution-focused approach overcame the problems. From a personal perspective it was good to work with an organisation that was understanding yet realistic in the solution provided.

“What I liked about Eclipse’s service was that they had a can-do and positive attitude in the face of difficult issues. Problems were handled equitably and professionally. Eclipse’s service standards and commitment were exceptional as was the ability of their technical staff,” said Pradeep.

Outcome & Benefits

Eclipse’s tailored CRM solution gives WorkCover NSW the tools necessary to better manage its activities and offerings to customers. The reduced manual processing required to update contacts and track client activities allows Business Advisory Officers dedicate more time to delivering quality services to clients and attracting new customers.



Customer:

WorkCover NSW

Solution:

Pivotal CRM

Industry:

Government

About WorkCover NSW:

WorkCover NSW serves the New South Wales Government and the community in the areas of occupational health and safety, rehabilitation, injury management and workers compensation.

Its primary objective is to work in partnership with the NSW community to achieve safe workplaces, effective return to work and security for injured workers.

“Prior to BizAssist we had multiple processes across many locations, which were not only time consuming, but often confusing. The new solution has delivered streamlined and standardised business processes. For example, all contact changes are automatically updated and all users only see the updated information.

“The integrated solution provided by Eclipse also lets us advise clients of legislative changes, new safety requirements and new training courses quickly and easily. Importantly, we can now easily categorise clients so we can send essential information to customers in specific industries.

“Eclipse delivered a customised solution capable of providing up-to-the-minute information with great accuracy and reliability by working closely with the WorkCover NSW team.

“Overall, the whole project has been a success and we are in a stronger position to deliver the quality service that our clients have come to expect. In addition, Eclipse’s solution has the flexibility and capacity to meet our future requirements,” said Pradeep.

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