



BlueService Adopted by Agfa Heartlab Cardiovascular

Heart disease is the leading cause of death in the United States, claiming hundreds of thousands of lives every year. While striving to optimize patient outcomes, cardiologists are also challenged to work more efficiently and reduce the cost of healthcare.

“Real-time visibility with BlueService saves teams time. There’s a lot less emailing and calling back and forth to track down customer information.”

— Tracey Bewlay, Cardiovascular Product Support Manager

Heartlab is a world leader in digital management of images and information for cardiology. The company’s founders pioneered industry-wide standards and products that improve the clinical management of cardiovascular disease. Its digital image and information management for cardiology gives physicians fast, easy and seamless access to patient information. Clinicians experience streamlined workflow to make more timely diagnostic decisions that lead to improved patient care and more effective cost control.

To ensure solutions run effectively, and continue operating smoothly, Heartlab provides installation, training, project management and comprehensive support to its growing customer base.

In 2006, the company explored options to improve the scheduling of customer appointments from installation dates to service calls. Heartlab planned to upgrade from departments manually logging appointments in Microsoft Outlook™ to a more efficient system.

“Field services reps could only access the appointment calendar in the office; there was no way to track the status of specific customer issues,” said Tracey Bewlay, Cardiovascular Product Support Manager at Heartlab.

A Web-Based, Easy-to-Use Solution

After researching various scheduling applications, Heartlab selected BlueService. The Web-based solution would free the company from the costs and hassle of implementing and maintaining software in house, and let them get the solution up and running immediately.

“BlueService had everything we needed,” Bewlay said. “It was the easiest solution to use and wouldn’t require a huge training process. It’s Web-based so anyone can use it, and we can keep and easily access detailed customer information.”

Real-Time Information for Enhanced Customer Service

BlueService immediately demonstrated its ease of use. It was simple to customize for Heartlab’s users and customer information, and team members picked it up in about 10 minutes.

CUSTOMER:

Heartlab, an Agfa Company
www.heartlab.com



BUSINESS CHALLENGE:

Departments supporting customers needed a centralized, automated way to schedule appointments and manage customer information.

SOLUTION:

BlueService provides real-time scheduling and information, allowing teams to stay in touch about customers.

BENEFITS & RESULTS:

- Managers significantly reduced daily scheduling time.
- Team members eliminated manual schedule creation, giving them back valuable time in the work week.
- Centralized visibility cut the number of inquiry emails and calls regarding customer status.

Though Product Support was the first to adopt the solution, the application is now used across Support, Installation, Interface, Training and Project Management to schedule all customer appointments.

Everyone interfacing with customers sees and updates appointments and the status of a specific customer – in real time. They know when a customer issue has been resolved. And with an accurate view of all schedules, departments like Project Management give customers more precise estimates for services like installation and training, meaning teams meet customer expectations more effectively.

“Real-time visibility with BlueService saves teams time,” Bewlay said. “There’s a lot less emailing and calling back and forth to track down customer information.”

Saving Hours a Day in Scheduling

BlueService also simplifies daily scheduling for managers, allowing them to focus on more strategic aspects of their jobs. They immediately know who’s available and create tighter, more organized schedules.

On a single screen, they select the customer, date, time and Heartlab representative assigned. BlueService automatically sends new appointments to users’ Outlook calendars, and sends them email alerts about appointment changes.

Bewlay estimates that simplified scheduling saves hours every day, while the Operations Manager for Solutions Delivery, Donna McGuire, has also cut scheduling time from her day.

Heartlab also takes advantage of built-in BlueService reporting to see open service requests and resolution times, and to prepare information for reports.

Word about BlueService has spread quickly. McGuire has been asked to show the solution to another interested division at Heartlab. “It’s definitely a valuable tool, and everyone likes using it,” she said.

About BlueFolder

BlueFolder is the world’s leading provider of Service Team Automation (STA) Solutions. Its flagship offering, BlueService™ is a web-based and fully managed application delivering a simple and accessible method for businesses to manage their service teams and extended resources. Through the power of BlueService and with no need for software or hardware, companies of all sizes are reaching an immediate return on investment by significantly increasing efficiency and dramatically reducing operational costs. The result is a superior customer experience and a sustainable competitive advantage. BlueService is offered at multiple levels, priced on a monthly basis, and does not require an annual commitment.

BlueFolder is a privately held company headquartered in Colorado Springs, Colorado, voted the best place to live in the United States by *MONEY* Magazine. For more information, visit BlueFolder’s website at <http://www.BlueFolder.com> or call 866.253.BLUE.