



CASE BRIEF

Managing Information Effectively, Positioned for Growth

Eastern Account System Inc. (EASI) is a CT-based collection business whose clients include some of the most respected companies in the healthcare, cable and entertainment industries. They employ over 600 call center agents who need fast, accurate and reliable access to customer information throughout each day.

With tens of millions of database records in their systems, EASI's ability to manage this information effectively and efficiently had become a major challenge – with the potential to develop into an obstacle impacting further growth and profitability objectives. Triple Helix was asked by senior management to design an affordable solution for the company to manage increasing data volume that could scale easily and make the user experience far more intuitive, productive and pleasant.

Through the years, EASI has built a solid reputation for employing leading-edge technology, such as real-time voice analysis, to differentiate itself in a highly competitive market. However, an internally developed Microsoft Access solution had outgrown its capability to handle the growing number of agents and data volume. The system became increasingly slow and needed frequent rebooting. Too many users logging in simultaneously would inevitably crash the system. The results were distressing: agents were less productive, morale suffered and client satisfaction dropped. Adding to the problem, the end user interface was overly complex and contributed to unacceptable levels of human error.

more on reverse side...



"With a forecasted employee and business growth of 200-300% over the next few years, we needed a solution for workflow improvements that didn't negatively impact the underlying IT systems. The systems in place were not going to support the increased volume.

The new system built by Triple Helix completely transformed our operations and enabled us to grow confidently into the next phase of our business.

They provided us with the next generation hardware/software fusion we needed, and it was delivered flawlessly, on time, and within our budget.

Our staff loves the new interface, which is incredibly easy to use, and the support from the Triple Helix team during the entire project was phenomenal."

*- Steve Zank, Vice President,
Eastern Account System Inc.*



Your business collects tons of data. If you can't easily access what's most important in this pile of information, it isn't nearly as valuable as it could be.

We solve the dilemma of quantity over quality, helping you see and retrieve critical data that is buried layers deep within a system or siloed between systems.

Triple Helix Corporation
Real Solutions to Improve Your Business

Triple Helix redesigned and rebuilt the user interface, converting it into a web portal and freeing it from the constraints of MS Access. The call center agents now navigate far fewer screens than previously, following a more logical and intuitive workflow, reducing mouse clicks and simplifying access to information that had previously been concealed or difficult to find.

Importantly, EASI is now able to scale its user base exponentially - without having to purchase costly software licenses or bog down system performance. And the new portal handles all database querying duties, which eliminates EASI's need to use an additional layer of software that had been required.

Triple Helix cleaned up and streamlined EASI's entire approach to data management and call handling. The new open source system allows EASI to effectively manage 10 times more data than it could before, and there is no longer a lag when retrieving data, even with more than 800 concurrent users. It offers almost unlimited scalability and customization options, something not feasible with the use of proprietary, closed source software.

Unquestionably, EASI could not have continued on its growth trajectory - forecast at 200-300% in employee and business growth over the next few years - without this type of effective technology solution. The alternative would have been a very costly hardware and software investment, which still would not have delivered the range of benefits they are now realizing at far less cost.

The new system completely transformed EASI's operations and has positioned them to grow confidently into the next phase of their business. That is the Triple Helix difference. Real solutions to improve your business.



We help businesses improve how their data is managed – streamlining inefficient workflow processes, providing real-time visibility to information that's hard to access, integrating systems that don't talk to each other, or analyzing data to uncover the possibilities that produce smarter, quicker decision making.

As data grows exponentially in your business, the sheer volume can be unbearable and unproductive. Managed effectively, data can add value to your business processes. Information overload can be redefined as information opportunity.



Real Solutions to Improve Your Business.

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