



# Texas Health Benefits Pool weatherproofs contact center by migrating to the cloud

## AT A GLANCE

### TTEC Digital helped Texas Health Benefits Pool migrate their contact center to the cloud, resulting in:

- 61% yearly savings on off premise phone lines
- 54% decrease in talk time using IVR verification
- 31% improvement in onboarding and transitions
- The ability to hire agents remotely across Texas and the United States

## PARTNER

Genesys

## INDUSTRY

Employee Benefits  
Government Entity

## SERVICE PROVIDED

- Cloud migration
- Contact center optimization

## SOLUTIONS USED

Genesys Cloud

## About Texas Health Benefits Pool

Texas Health Benefits Pool (TXHB) is a public sector organization that provides healthcare benefits like medical, dental, and vision coverage for nearly 25,000 Texas local government employees. Made by Texans and run by Texans for over 45 years, TXHB offers benefits to cities and municipalities, school district employees, and other employees of local government within the state of Texas.



## THE CHALLENGE

During the historic snowstorm of 2021, many grocery stores, schools, and major highways in Texas were shut down. Many areas experienced internet and power outages, resulting in no electricity or heat. With few snowplows in the state, many Texans had to sit tight and wait for the end of the storm.

TXHB was one of the 4.5 million homes and businesses that lost power, with the added complication that the server for their on-prem contact center was also down. Members were unable to reach TXHB by email or by phone, and employees could not communicate within the organization. All available technicians for the local energy services provider were busy assisting first responders and triaging more urgent situations, leaving TXHB without service for a week.

## THE SOLUTION

Texas Health Benefits Pool's mission and unofficial motto is 'Texans serving Texas.' They wanted to ensure that future emergencies would not get in the way of that north star ever again. They decided it was time to migrate their on-prem contact center to Genesys Cloud and partnered with TTEC Digital to help.

## THE RESULTS

The solution has reduced more than outages: it has also reduced costs by 61%. "Our on-prem solution relied on servers located in the building and had a lot of costs associated with that," said Holly Horrocks, Manager of Enrollment and Billing. "We were able to decrease costs significantly by moving to the cloud."

It also reduced the headache of maintenance. "We don't have the manpower at TXHB to make sure servers are kept up," said Horrocks. "Any time we had to make an update or reboot our system, it would make our phone lines go down. Now we can rely on that to be taken care of through Genesys Cloud."

It's even opened up a much wider net for recruiting employees, according to Eileen Edwards, Manager of Member Services. "The outlying areas of Texas are a great recruiting ground for topnotch talent that want to come and work for a great organization like Texas Health Benefits Pool. Because we've partnered with TTEC Digital and moved to the cloud, we can employ people throughout the state of Texas."

*"The partnership has been amazing. I would recommend to anybody looking into doing this, that they partner very closely with TTEC Digital. Not just their account manager, but the technical team. They've been very supportive; they're willing to answer questions and explain things. It's just been a really positive experience."*

**EILEEN EDWARDS**  
Manager of Member Services



## FUTURE PLANS

One future item on the roadmap is a planned integration with Salesforce. "Genesys and Salesforce are dynamic systems that can do so much, and we've just tapped the surface," Horrocks said.

"We're really hopeful that with the integration, we'll be able to not only speed up our handle time and be able to find issues quicker, but also capture the full picture of what a member experiences."

They're also working with the TTEC Digital team on predictive auto-dialer capabilities, like welcome calls, reminder calls, and personalized outreach, plus AI-powered evaluations.

"We think this will give us a competitive advantage," Edwards said. "We'll have much more insight into the quality that's being provided to our customers."

The team has appreciated working with TTEC Digital to modernize their CX. "Let's face it, not everyone is tech savvy," Edwards said. "If TTEC Digital can partner with someone like Texas Health Benefits, and really come in on their level and be able to explain intricate things plainly, so that people understand, and then get them involved and excited about an integration like this—that's key."

## About TTEC Digital

*TTEC Digital is a global leader in customer experience orchestration, combining technology and empathy at the point of conversation. With decades of innovation experience across the world's leading contact center technology platforms — plus in-house expertise in CX strategy, data and analytics, AI and more — TTEC Digital delivers an unmatched skillset for organizations looking to forge deeper customer relationships and drive better business outcomes. Learn more at [ttecdigital.com](https://ttecdigital.com).*