

RACV teams with IBM Business Partner Synergy Plus to reduce costs and streamline business processes by revamping its intranet.

Overview
RACV Victoria, Australia www.racv.com.au
Industries <ul style="list-style-type: none"> • Associations, Insurance
Employees <ul style="list-style-type: none"> • 1,932
Products <ul style="list-style-type: none"> • IBM Workplace Forms
IBM Business Partner <ul style="list-style-type: none"> • Synergy Plus



“The solution . . . enables nontechnical staff to dynamically produce Web-based forms and surveys, and it also improves the responsiveness and accuracy of our call center staff.”

—Megan Ballantyne, manager of staff communications and events, RACV

The Royal Automobile Club of Victoria (RACV) was established in December 1903 to promote the use and enjoyment of motor vehicles. Today, it is a multifaceted organization offering a diverse range of products and services to its members and customers.

Challenge

RACV’s call center staff conducts a large volume of form-based surveys for its members. When the company decided to redevelop its intranet site, RACV opted to improve the processes surrounding the creation of business forms, surveys and related data analysis by enabling its business areas to produce their own. It had been using an in-house resource with limited availability or outsourcing the development of its forms, but this strategy had led to delays, higher costs and an inconsistent appearance of the forms.

Solution

RACV teamed with IBM Premier Business Partner Synergy Plus to implement IBM Workplace Forms™ software as part of a total intranet platform upgrade. Synergy Plus deployed the solution leveraging the client’s existing infrastructure, which helped to avoid costs, and it enhanced the Workplace Forms platform to allow business users to design, create and deploy their own forms in a controlled and consistent manner.

The solution also provides easy integration with portal technology, which will help the company prepare for future development of its intranet.

Benefits

- Reduces costs by eliminating the need to outsource the production of forms
- Provides a consistent appearance for all of the company’s forms
- Improves data analysis through increased visibility
- Helps the company prepare for future intranet development



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