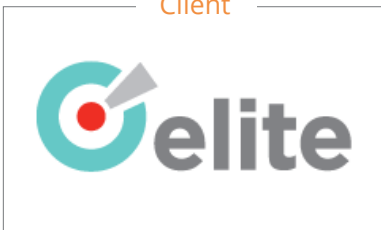


Case Study

Partnership With Alacriti Equips Elite Services With A Competitive Advantage.

Greater customer satisfaction, new opportunities for growth.

Client



In Brief

Challenge: Elite had developed its own electronic bill presentment and payment (EBPP) solution that had served the company well for several years. As its client base grew, however, Elite was not always able to provide the comprehensive bill payment features and functionality — that clients were requesting. Moreover, Elite's EBPP solution was not able to scale adequately to meet demand.

Solution: Elite's search for a partner led to Alacriti, which offered the extensive payments expertise and experience that Elite was looking for.

Results: Among many other benefits, the Elite-Alacriti partnership is allowing Elite to concentrate on its core business rather than worrying about the compliance and liability issues — specifically PCI (Payment Card Industry) compliance — inherent to payment solutions



Background

For more than 30 years, Elite Services, Inc. has provided print and communication business solutions to a variety of clients. One of the largest document solutions providers in the U.S., the Indiana-based company's products and services include statement design and processing, online billing and payment, print management, and direct mail solutions. Elite has a range of clients, from large to small, but has particular expertise in the healthcare industry.



Business Challenge

Elite had developed its own electronic bill presentment and payment (EBPP) solution that had served the company well for several years. As its client base grew, however, Elite was not always able to provide the comprehensive bill payment features and functionality — that clients were requesting. Moreover, Elite's EBPP solution was not able to scale adequately to meet demand. The solution was built on a common framework, but for software-as-a-service (SaaS) offerings, Elite had to design one-off solutions. The company's plans for growth required a new, more scalable and flexible EBPP offering. Rather than investing time and money in software development, Elite chose instead to focus on their core business while seeking out a partner who could provide a scalable, customizable payments solution that would enable Elite to continue growing its business while strengthening their relationship with clients.



How We Helped

Elite's search for a partner led to Alacriti, which offered the extensive payments expertise and experience that Elite was looking for. Alacriti's personalized approach also appealed to Elite, whose culture and structure were similar to those of Alacriti. Elite found that Alacriti's EBPP solutions, Orbipay and the healthcare-oriented PatientCollect, addressed all of the marketplace's current needs. Moreover, Elite will have input on the solutions' future development and upgrades so that new and existing clients' requirements can be met.

Elite Services is now in the process of migrating its clients to Orbipay and PatientCollect. These solutions provide Elite Services' clients with:

“We are delighted with our partnership with Alacriti. Working with their team has been a pleasure. They are fully engaged in our success. Our company cultures mirror each other, so we trust that they have our interests at heart.”

- Gary Watson,
CEO of Elite

- A user-friendly customer self-service portal with robust bill-payment capabilities.
- A sophisticated customer care portal that enables Elite’s clients to resolve basic customer issues internally, to track customers’ payment profiles and histories, to alter or cancel payments on customers’ behalf, and to securely manage user profiles from multiple departments.
- Complete accounting and settlement functions – with flexible settlement options and comprehensive reporting – that integrate with CRM, finance, and general ledger systems.
- A centralized payment system that enables clients to consolidate payments from multiple channels, systems, and departments and to capture and process payments in real time or in batches.
- A configurable payment, fraud, and risk rules framework with the ability to manage negative file and hot-list data and to set up transaction and velocity limits, as well as other business rules.
- Flexible integration options that allow clients to fully integrate EBPP features into their existing web sites, to control the end-user’s experience using XML API, and to reinforce their organization’s branding using single sign-on or web-direct API.



Results

Among many other benefits, the Elite-Alacriti partnership is allowing Elite to concentrate on its core business rather than worrying about the compliance and liability issues – specifically PCI (Payment Card Industry) compliance – inherent to payment solutions. Now Elite no longer has to make investments on the infrastructure and human resources needed for software development; rather, the company can invest in developing relationships with current and future clients while competing in the marketplace with the comprehensive solution that clients are demanding.

Since the implementation of OrbiPay and PatientCollect, Elite’s clients have seen significant growth in adoption rates and payment volumes:

- Mortgage lender Stonegate Mortgage Corporation’s electronic payment adoption rates have increased by nearly 400%.
- Indiana hospital Hendricks Regional Health’s payment dollar volume is up over 35%.
- IU Health Bloomington Hospital’s payment volume is up 23%, and dollar volume has increased by 35%.

Elite Services’ CEO, Gary Watson, notes, “These numbers prove what we know: that users like using PatientCollect and OrbiPay.”



Looking Forward

With the Orbipay and PatientCollect solutions now part of its product arsenal, Elite can work toward realizing its vision of seamlessly offering an end-to-end, integrated solution to its clients that includes print and communication services and EBPP via multiple channels including web, IVR, and agent. Paper and electronic billing and statements will no longer be divided into silos but instead will be part of a comprehensive suite of delivery options for all of Elite's customers. In particular, new clients coming on board will be able to use both paper and electronic services immediately and seamlessly. In addition, Elite can use the customer and payment data gleaned from Orbipay and PatientCollect to tailor its offerings to the unique needs of each customer. With the advantage of Alacriti's scalable solutions, Elite Services' goals for business expansion have no limits.

"We are excited, looking forward, about our ability to offer a best-of-breed solution to our healthcare partners," Watson reports. "Alacriti has been responsive to our needs and has been willing to make upgrades as our customers have suggested new ways to benefit from a presentment and payment portal... We are excited about the prospect of introducing OrbiPay and PatientCollect as a complete presentment and payment solution for our markets."