



## Getronics helps Belgium’s largest health insurer to improve its service to members with a more effective, friendly and accessible web interface.

▶ **With 4.5 million members and 5,500 employees, LCM – a Christian organization – is Belgium’s largest health insurer. It has achieved market leadership through its determination to provide its members with easy access to unrivalled expertise and unbeatable services. To maintain that leadership, it constantly strives to improve its offering, and its latest innovation is a new web site from Getronics that makes it simple for members to access securely more and better information, and that empowers its employees to be more responsive.**

Although LCM never loses focus on its core healthcare mission, it also acts as a facilitator for those among its members – both adults and youths – who wish to provide help and support to the elderly, the sick and the handicapped.

### Developing a multi-channel approach

Over recent years, the ways in which LCM’s staff and members interact has evolved significantly. In the past, the role of employees was almost exclusively to help members to sort out queries concerning the financial

aspects of their medical insur-



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**Alain Conrath**, LCM’s CIO

ance policies. Today those employees are much more rounded consultants who provide expert advice across a broad spectrum of healthcare issues.

To manage this evolution, LCM and its CIO, Alain Conrath, decided to re-engineer the organization’s web space in order to offer its members a multi-channel approach. “We wanted to meet our members’ demand for access to more services via the Internet,” Alain Conrath explains. “Such interactivity means setting up a structured resource that is capable of supporting traffic peaks, and of reacting to enquiries 24 hours a day, seven days a week.”

### A 24x365 service

LCM appointed Getronics to build, monitor and support the site. And together they developed the architecture of a new infrastructure that guarantees stability and maximizes availability. The infrastructure is now entirely managed from Getronics’ data center in Edegem, a city in the Belgian province of Antwerp. Thanks to Getronics’ team of specialized engineers, not only has the accessibility of LCM’s site improved dramatically, but also its capacity and performance. Meanwhile, new site management, reporting and monitoring techniques mean that its high performance is maintained every hour of every day.



**CM.** Op uw gezondheid.

**Client name:** LCM

**Sector:** Healthcare Insurance

**Challenge:** To provide rich, current and accurate information to members – 24 hours a day, every day.

**Solution:** Thanks to the solution implemented by Getronics, LCM members can access almost all the information they need directly from the web site. That frees up employees to fulfill their roles as healthcare consultants.

### Benefits

- Availability of the site 24x365
- Virtually limitless scalability
- Reduced response times
- Optimal performance
- Regular, precise and detailed traffic reporting

## Helping members in ways that they want

"Over recent years, we have expanded the content of our web site unrecognizably," says Alain Conrath. "First, we have introduced a fully interactive approach that gives members secure access to their personal files so that they can easily see their payment records. Secondly, they can download information and order printed brochures. And finally, we have introduced modules that allow them to compare the different rates that hospitals charge. The richness of the content of the site is demonstrated by our monthly e-newsletter: as soon as each is sent out, there are immediate traffic peaks as subscribers access our web pages."

## A new understanding of members' needs



**Koen Crabbe,**  
Head of  
Department  
Exploitation

LCM now benefits from Getronics' highly granular reports about members' use of the site, and can track in great detail the topics and services that users value most. This helps LCM's marketing department to plan innovations and improvements to the site. Koen Crabbe, Head of Department Exploitation, explains: "Detailed information about every topic in every newsletter can be found on the site. And, once online, subscribers find numerous hyperlinks that give them immediate access to the particular knowledge they are

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seeking. Thanks to the tools that Getronics implemented, we now have accurate reports that show traffic patterns for individual web pages and hence we can assess the importance to our members of each subject covered in each newsletter."

## Facing the future

"During the first year, there were about 13,000 users of our site every day," says Koen Crabbe. "Now, there are already more than 20,000." But is LCM ready to face tomorrow's demands? Alain Conrath clearly thinks so: "The solution developed by Getronics is as future-proof as it is possible to be, and is designed to accommodate every new demand that we can envisage. But this is just the beginning. We expect to put wholly new content online at least every six months. As far as the infrastructure is concerned, we are confident that we can do all this – and more."

## A more constructive use of time

Alain Conrath continues: "In just five years, we have evolved from a small informational site to a powerful interactive tool. A key enabler of this transformation has been the introduction of electronic ID cards for those of our members who want them. This innovation, supported by Getronics, allows us to offer an increasingly valuable service to our members. They can now securely access their personal files, as well as all the public information on our web site. This frees up our people from fielding routine enquiries, and allows them to devote more time to their roles as healthcare consultants. And that helps LCM to fulfill its main mission: we don't strive to make profits; we strive to offer an excellent service to our members."



## Getronics – creating value for your enterprise

High performance enterprises are fuelled by a passion for improvement, by a drive to innovate. They realise that people are the key to their success and actively empower them to be productive, flexible and innovative. Getronics enables enterprises to make the most of their people.

## Fully aligned to your business goals

Getronics provides people with the means to work together productively, securely and effectively, wherever and whenever they need. Our solutions are built on industry standard systems, using standardised technology as much as possible. And our services and operation are fully aligned with the world's most respected standards and frameworks.

## Continuous improvement, constant service

Our processes are based on ITIL, and our organisations are ISO certified and leverage Six Sigma for continuous improvement. This means our clients can rely on continuously improving services, fully aligned to their business goals. And because we provide full support twenty four hours a day, seven days a week, our clients can focus completely on serving their customers.

## About Getronics

Getronics is a leading international provider of Information and Communication Technology (ICT) services and solutions, focusing on workspace management, application services and consulting & transformation services.

Getronics helps organisations raise their performance and increase the productivity of their people, by enabling them to share information and to work together efficiently, securely and effectively, wherever and whenever they need.

Getronics is a subsidiary of KPN ICT Services with headquarters in Amsterdam.

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ICT SOLUTIONS AND SERVICES