

# Case Study - RACV on the road to forms efficiencies



**Client:** RACV

**Services:** Project & Programme Management | Software Engineering | Solution Design | Technology Specialists

**Channels:** Technical & Development | User Experience

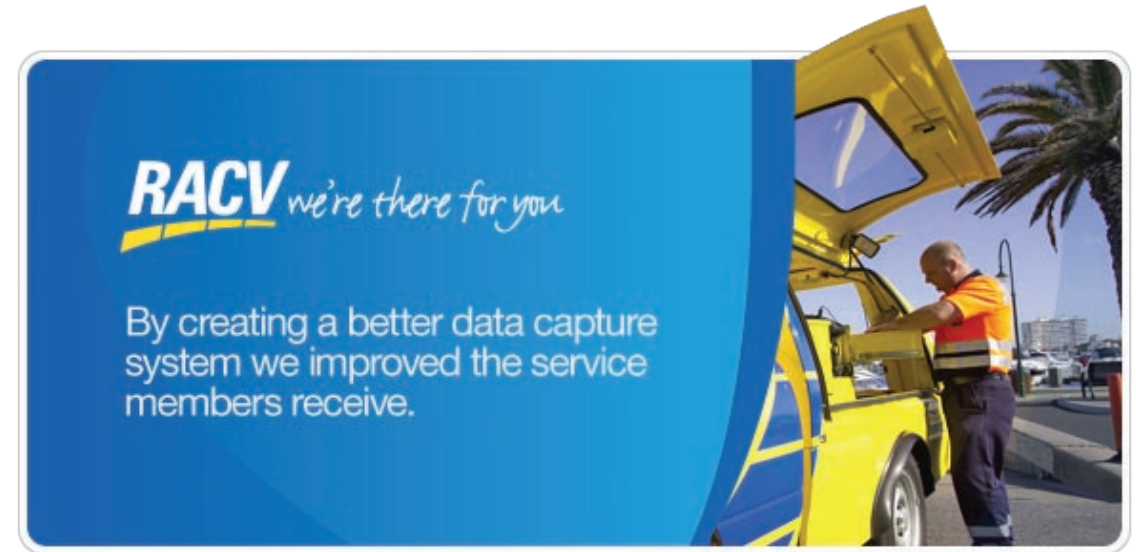
## The Challenge

Presently, RACV conduct a high volume of form based questionnaires. A redevelopment of their intranet site was identified as an opportunity to improve processes around creating business forms and data analysis.

Creating new forms often resulted in bottlenecks and escalated costs. These forms also lacked a cohesive look and feel.

RACV were looking for a solution that allowed business areas to independently create and publish forms without IT or external assistance. It also had to support existing intranet capabilities and processes.

Synergy Plus were recently engaged by RACV to improve their customer survey and data capture capability by enabling business users to independently create and publish form based questionnaires.



## The Digital Business Solution

Synergy, an IBM Business Partner, implemented IBM Workplace Forms™ as part of a total intranet platform upgrade.

Synergy enhanced this platform so business users could design, create and deploy their own forms in a controlled environment. This enabled non-technical staff to produce web based forms and surveys. And it also allowed the improvement in the responsiveness and accuracy of call centre staff.

## Success Achieved

- ▶ Reduced costs: Being able to independently create and publish forms has eliminated the need for IT support from internal and external vendors.
- ▶ Improved usability: Significant reductions in the time required to layout, develop, maintain and store forms have been achieved. Forms all have a consistent look as well.
- ▶ Improved analysis: Easier access to the content significantly improves RACV's capacity to analyse data.
- ▶ Future ready: Being portal ready, no redevelopment costs will be incurred if RACV moves to a portal environment in the future.