

Clicktools helps HealthDetail Win New Business



HealthDetail specializes in maintaining membership and enrollment data for public health providers and insurers. HealthDetail's work is split into 3 core areas: member outreach, knowledge and enrollment services. HealthDetail successfully works with many managed care organizations in one of the largest and most complex markets and use innovative technology solutions to resolve simple and complex problems for customers.

The Story

One area of HealthDetail's business is to conduct telephone compliance surveys for customers capturing the information gathered on a web interface. In 2008, HealthDetail experienced major service issues with their supplier and approached Clicktools for help.

Darrell DeVeaux, President, explains, "Clicktools came with excellent reviews on the AppExchange and we took immediate advantage of their free download." Within minutes HealthDetail had installed Clicktools without any disruption to their business. Darrell adds "It was imperative that we were able to transfer our surveys to Clicktools without a break in service. With Clicktools seamless integration into Salesforce this was possible. I was very impressed at how simple it is to use Clicktools."

Clicktools is such a versatile and secure product that HealthDetail has been encouraged to expand its use with other applications. An example of this is HR recruitment campaigns. Darrell adds, "We also use Clicktools for job screening. Applicants follow a web link and complete a survey. This links to a custom object in Salesforce from which we score each applicant. This has saved us huge amounts of time and resources."

Darrell concludes. "In terms of support, value and cost, I would absolutely recommend Clicktools. Its integration with Salesforce is the biggest benefit and I love the creative things you can do too. We've contacted support a few times and they've always been fabulous."

"We received a contract based on the quality and speed with which we could perform. We would not have bid on this contract without Clicktools seamless integration with Salesforce."

Darrell DeVeaux - President, HealthDetail

Client:

HealthDetail

Clicktools Primary Use:

- Compliance Surveys
- Pre-Screening for Job applicants

Challenge:

- To provide a survey tool that integrated seamlessly with Salesforce.com
- To provide a responsive, high quality support service

Main Wins:

- Increased profitability by \$50K in 2 years
- Integrated seamlessly with Salesforce.com

For a FREE demo contact the Clicktools team:

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Clicktools – AppExchange Customer Choice Winner in 2008/9

