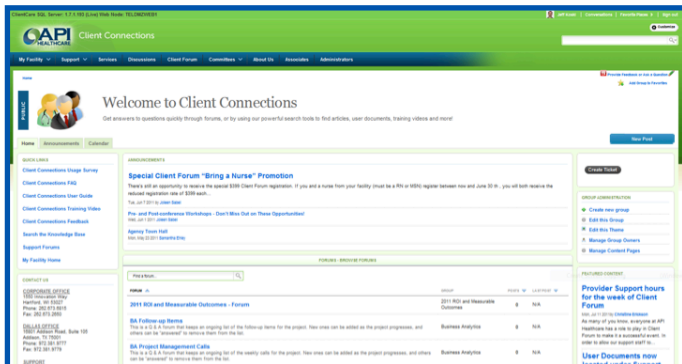




API Healthcare Enables Client-Driven Support and Innovation

API Healthcare is the largest healthcare-specific vendor of workforce management solutions to the healthcare industry. It provides a fully integrated suite of solutions for healthcare systems and staffing agencies to minimize labor costs, increase employee satisfaction and improve patient outcomes.

The company's staffing and scheduling, patient classification, human resources, recruiting, payroll, time and attendance, business analytics and staffing agency solutions are used by more than 1,600 hospitals and staffing agencies.



API Healthcare offers the Client Connections community to engage clients, give access to training videos and helpful information, as well as provide online support.

Challenge

Replace support portal with a platform for social networking, client support and collaboration

API Healthcare's CEO J.P. Fingado promised his clients an online platform to network with industry peers and API Healthcare associates during the company's annual user conference. While developing the business requirements for the project, API Healthcare's goals grew significantly.

API Healthcare wanted to:

- > Replace its existing web-based support portal. "The old web-based support portal needed a

new facelift that allowed for flexibility with customization and increased functionality," says Joe Thurmer, Client Solutions Support Team Leader, API Healthcare.

- > Use social networking to work towards an online support model.
- > Support an all-way communication channel between the company and clients to benefit all lines of business.

Solution

Provide support and enable networking in an online client community

API Healthcare researched community platforms for its new community, Client Connections.

"One of the things that we wanted to do from a support standpoint was to provide our clients with multiple ways to get the answers they need," says Mike Morrison, Director of Operations. "The idea was to provide them with forums to get feedback from our support staff and other clients, give them access to enhanced search capabilities across all of our support material and provide a direct online channel to view and report issues directly to us. With Telligent, we were able to provide our clients with all of the above."

"We chose Telligent because its community platform includes a comprehensive set of social tools and seamlessly integrates with Microsoft Outlook and SharePoint out of the box. Telligent's social analytics were also a key differentiator."

**Jeff Koski, Sr. Director of IT,
API Healthcare**

API Healthcare migrated content from its former web portal and integrated its ticketing system with the forums in Client Connections to ease the transition. It also created committees of associates and clients to guide the decision-making and design processes to ensure high levels of adoption. Before launch, API Healthcare ramped up community awareness with webinars and emails to prepare clients for the change.

Now API Healthcare is engaging clients and associates in Client Connections to deliver on the promise its CEO made:

- > **Self-Service Support:** Clients now search the community forums, discussions and wikis to try to solve problems before submitting a support ticket.
- > **Online Client Support:** Clients can also ask the community product questions, which saves a support call and a potential ticket. Clients frequently use the forums to resolve issues with custom reports.

“Our clients are now able to connect with each other on a variety of topics, including custom reporting writing,” says Thurmer. “Besides training and report consultation from our service teams, clients are able to post their report problems for other clients to solve. Clients can also share custom reports with one other and gain additional opportunities to network and improve reporting.”
- > **Group Product Innovation:** Clients and product managers collaborate on product improvements, upcoming releases, and other topics related to its vision and roadmap to ensure that client feedback is included.
- > **Platform for Influential Messaging:** Community is now the primary communication channel with clients for important company-wide announcements.

“Client Connections is definitely complete given how it has filled all my needs off the shelf. I am able to find data easily and can collaborate with my peers when necessary.”

Quote from a Client Connections member

Results

Deliver support online while creating better client relationships through collaboration and product innovation

API Healthcare sustains open, engaging conversations that help its clients build strong professional networks with colleagues and get

support online. Within a 14 month timeframe, API Healthcare tracked the high volume of clients accessing Client Connections, which shows that they are getting value from this new communication channel:

- > Page views by clients: 539,896
- > Searches by clients: 46,699
- > Client-initiated public forum threads: 1,710

Some of the benefits API Healthcare gains from Client Connections include:

Improved client relationships

Clients can talk directly with one another and API Healthcare associates about company news, product updates and support. This gives clients a central location and easy way to manage their relationship and communicate with API Healthcare.

Established online support

Clients can support one another online and share custom reports that they've built with API Healthcare's products. This arms clients with an additional, convenient support channel and saves them costs associated with support consulting fees.

Collaborative R&D and innovation

Product management and engineering teams use groups to discuss client product ideas and needs, which API Healthcare incorporates into its products.

Learn more about API Healthcare

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