

25% Productivity Gain and Enhanced Work-Life Balance at Ajuba



EXECUTIVE SUMMARY

Ajuba's managers consistently faced issues with setting production targets for the team as well as with excessive overtime. They also faced staffing challenges and could not justify staffing needs with respect to production requirements. In early **2015**, after an extensive search for the right solution, Ajuba implemented ProHance in over **3,000 workstations**. They have been using it as a key decision analytics tool enabling them to achieve:

- ◆ An increase in output by **25%**
- ◆ A reduction in overtime hours worked
- ◆ An increase in employees' work life balance

"Our experience with ProHance has been very positive. It is a world-class solution that has helped us not only increase employee productivity by 25%, but also decrease employees' overtime hours. This has boosted work-life balance at our organization and we are experiencing a high level of employee engagement as a result. To top it off, ProHance also brings a team of highly qualified experts who are able to help us fully leverage all the functionalities offered in the solution."

Aravind Nadella,
Director - Engineering

BACKGROUND

Founded in **2001**, Ajuba is a pioneer in end-to-end Healthcare Revenue Cycle Management (RCM) services where it has created a niche for itself in the field of medical billing. The RCM services Ajuba offers are broadly grouped into 4 major categories of processes: (a) Coding (b) Transaction (c) AR (d) Collections.

As a global provider to both individual and facility provider, the company has over **100 customers** and delivers services from **6 locations in 3 countries (US, India and Philippines)**. It has **3,500** employees that work in the various RCM processes and projects, utilizing client software where information regarding accounts receivable is entered into or retrieved from. Employees also use various internal tools and resources available on their workstations to provide details on each patient account.



CHALLENGES

Operations Managers lacked the factual data necessary to baseline and set production targets for their teams. They had no way of measuring team efficiency and its correlation with work output to determine production throughput. With the lack of real-time data, managers also faced challenges with respect to staffing, finding it difficult to justify their staffing needs that are tied to production requirements.

Ajuba wanted to find a solution that would help them increase the productivity and efficiency of its employees as well as streamline its operations.

SOLUTION

Ajuba implemented ProHance on 3,000+ workstations in early 2015 and has utilized it as a key decision analytics tool for the organization ever since.

With ProHance, Ajuba's managers were able to analyze daily and weekly trends to identify patterns of employees who were underutilized and over worked. With access to real-time information, managers were able to take the necessary steps to improve production on the spot.

The analytics generated by ProHance allowed managers to identify varying patterns in user efficiency as well as low outputs. They realized that work allocation was not uniform and certain jobs were a bottleneck to the entire production process, leading to sub-optimal efficiency.

RESULTS



With ProHance, Ajuba's managers were provided with real-time analytics that enabled them to make more informed decisions that helped improve process and workforce performance. The company was able to:

- ◆ Increase work output by 25% through better work allocation and efficiency improvement in just 4 months.
- ◆ Improve work life balance while decreasing overtime by an average of 15% across functions.
- ◆ Reduce team size by 14%, with each team now having 24 members down from 28.

Armed with this information, Ajuba took the following steps to improve output:

- ◆ They cross-trained employees to ensure that all agents were capable of performing all job functions to improve load sharing.
- ◆ They mentored each team member to maximize their time utilization during their work shifts.

The ProHance team also provided support in the form of professional services to ensure that Ajuba could fully leverage the solution in the shortest amount of time possible. ProHance's Value Engineering team worked closely with Ajuba to help realize continuous efficiency improvement in their processes.

ProHance

ProHance is a comprehensive cloud-based enterprise workforce analytics solution that optimizes workforce performance and processes. ProHance's robust, intelligent analytics engine combined with its process automation capabilities drives measurable business outcomes, improves decision-making, enables continuous improvement and boost employee engagement. ProHance is used by leading Shared Services, BPO, KPO, and IT Services organizations across the globe.

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