

Digitally transforming customer service delivery



Left to right: Kevin Kelly, Digital Lead, Health Business Services; Jane Carolan, National Director, Health Business Services; and Vincent Fitzpatrick, Microsoft Dynamics 365/CRM Commercial Lead at Sysco Software Solutions.

Sysco’s Customer Relationship Management (CRM) Software Solution for Health Business Services (HBS), the business division of the Health Service Executive (HSE), provides for a digital transformation in customer service delivery. David Reid, Head of Marketing at Sysco Software Solutions, writes.

Since 2014, HBS has been mandated to provide its services across the full HSE health portfolio and is the global business services provider for all publicly funded health and social care services in Ireland.

The current HBS strategy aims to significantly modernise the operational

infrastructure that supports continually evolving frontline health and social care services, through delivery of business-critical support services across Finance, HR, Procurement, Estates and HR/Payroll Systems & Analytics.

“To support our current three-year strategy, HBS is improving its business

partnership approach through the introduction of customer relationship management software to transform key service elements through digital technology,” says Kevin Kelly, Digital Lead at HBS.

Kelly continues: “In the absence of a single centralised CRM solution, HBS



Seirbhís Sláinte
Níos Fearr
á Forbairt

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business units use a variety of disparate ICT and manual case management systems to record and manage customer interactions.

“This makes it very difficult to develop a 360° view of our service delivery across the various HBS business units.”

Following a comprehensive public procurement process during 2017 using the Multi Supplier Framework Agreement for the Provision and Implementation of a Customer Relationship Management (CRM) Software Solution, the Microsoft Dynamics 365-based CRM and Case Management solution proposed by Sysco Software Solutions was selected.

Sysco Software Solutions are a Microsoft Gold Partner and Ireland’s largest dedicated Microsoft Dynamics partner. Sysco Software Solutions have accrued years of expertise in delivering projects of strategic importance within healthcare and wider public sector.

Sysco’s extensive knowledge of Microsoft Dynamics enables public sector organisations, such as HBS, to harness and modernise the management, monitoring and reporting of the data they collect. Sysco Software Solution’s key competencies include case and contact management, accounts and financial management and the creation of self-service web portals.

“Sysco Software Solutions demonstrated a comprehensive knowledge of the technology and communicated how it would meet HBS’ stated business requirements,” says Kelly.

He elaborates: “From the outset, Sysco quickly embraced HBS’ vision for the CRM solution. They have provided relevant resource and expertise, not only in terms of the core software development and day to day project management, but also to support the many conversations and decisions that are needed around the edges of the project to ensure that the Microsoft

“We work actively with our business partners to deliver our services when they need them. Having digital connections is core to delivering many elements of the HBS strategy. The Microsoft Dynamics 365 CRM and Case Management solution will have a very positive impact for our customers and their interactions with us.”

Jane Carolan, National Director, Health Business Services (HBS)

Dynamics 365 solution is woven into the overall technology fabric of HBS and indeed the wider HSE.”

Vincent Fitzpatrick, Microsoft Dynamics 365/CRM Commercial Lead for Sysco Software Solutions adds: “The Microsoft Dynamics 365 CRM and Case Management Solution will be utilised by HBS business units to manage their workloads more effectively. Reducing administrative burdens, eliminating duplication of work and delivering an effective reporting suite will deliver improved productivity and provide transparency to business partners along with global visibility of service delivery to HBS senior management.”

The primary goal of the system is to facilitate an enhanced business model which is responsive to specific business partner needs, while providing HBS with a consolidated view of its customer interactions.

In line with HBS’ ambition to digitally transform its business operations, Microsoft Dynamics 365 as implemented by Sysco Software Solutions will provide better accessibility for HBS customers and business partners to its business services, utilising self-service and mobile technologies.

Sysco Software Solutions and Microsoft Dynamics 365 for Public Sector Service Delivery

Sysco Software Solutions is one of the top 5 per cent of Microsoft Dynamics partners worldwide and are Ireland’s largest dedicated Microsoft Dynamics partner for Customer Relationship and Enterprise Resource Planning Software.

Sysco Software Solutions public sector offerings include:

- Accounts management;
- Contact management;
- Case management;
- Self-service web portals;
- Call centre management;
- Financial management; and
- Talent and HR

Sysco Software Solutions

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Health Business Services (HBS)

Health Business Services (HBS) is the business division of the Health Service Executive. HBS is mandated to provide its services across the full health portfolio and since its establishment in 2014 it has been the global business services provider for all publicly funded health and social care services.

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“HBS are extremely satisfied with the approach Sysco Software Solutions have taken on this hugely important initiative for the organisation and an excellent relationship has been established.”

Jane Carolan, National Director, Health Business Services (HBS)