

Vhi Healthcare rolls out Sword Ciboodle for world-class customer service

Glasgow, U.K. and Kilkenny, Ireland – March 26, 2009

Sword Ciboodle provider of customer-oriented business software and services, today revealed that Vhi Healthcare has engaged the company to provide a comprehensive CRM solution to spearhead the organisation's customer service improvement objectives. The company has already successfully rolled out the first phase of the project and is working towards the delivery of subsequent phases.

Vhi Healthcare is Ireland's largest and only specialist health insurer with over fifty years experience. The company processes more than 500,000 member claims and 1.36 million doctor's invoices per year.

Vhi Healthcare recently undertook an initiative to enhance its customer service capabilities and selected Sword Ciboodle, the award-winning CRM software for multi-channel contact centres, as the technology platform that would underpin its evolving customer service strategy.

The first phase of the project has been rolled out in its contact centres in Kilkenny and Donegal, providing staff with a more complete picture of its members' information, ensuring that customer service agents have access to all relevant customer information to be able to handle enquiries effectively. Other key elements already being handled by Sword Ciboodle include member payments and contact history, further helping to improve the contact centre's efficiency and reduce call-handling times.

"Vhi Healthcare is committed to providing our customers with the best in customer service and selected Sword Ciboodle as the technology platform to support that commitment," said **Margaret Molony, Director of Information Technology, Vhi Healthcare**. "The product has already proven its worth in helping us to deal more effectively with a significant recent increase in the volume of customer enquiries." Further phased deployments in 2009 could see the addition of features including computer telephony integration, email blending, cross-selling and up-selling and campaign management.

"We are excited to be working with Vhi Healthcare, and look forward to building on the success of the first phase rollout to help the organisation achieve its customer service and business goals," said **Ciaran Casey, CEO, Sword Ireland**. "This customer win further bolsters our growing credentials in the insurance sector, and is another key win for Sword Ciboodle in Ireland."

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About Sword Ciboodle

Sword Ciboodle helps improve the way large organisations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle's clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognised by industry analysts as one of the world's leading customer-centric technology providers.

For more information, please visit www.sword-ciboodle.com.

About Sword Group

Sword Group delivers high value business applications to the world's largest companies globally. With operations in 37 countries, Sword today employs over 2000 people and in fiscal year ending December 2007 generated \$263m in consolidated revenue. An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment. With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government.

For more information, please visit www.sword-group.com.

About Vhi Healthcare

Vhi Healthcare is Ireland's only specialist health insurer with over fifty years experience. Further information regarding Vhi Healthcare can be accessed on www.vhi.ie.

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