



FOR IMMEDIATE RELEASE

Blue Cross of Northeast Pennsylvania Deploys MITEM Integration Software to Improve Call Center Operations and Customer Service

Training and Response Times Dramatically Reduced for Customer Service Representatives By Software Firm's Integration of Legacy Data

MENLO PARK, CA – July 13th, 2004 – MITEM Corporation, a provider of call center integration software and operational CRM solutions to insurance and financial services companies, today announced that Blue Cross of Northeast Pennsylvania (BCNEPA) has successfully deployed MITEM's flagship application integration platform, MitemView. With this deployment, BCNEPA has quickly attained improvements in its call center operations and customer service by integrating multiple applications used by its customer service representatives (CSRs).

"Today, healthcare enterprises must select technology, and measure its return on investment, by its ability to drive down costs, elevate levels of service, and enhance customer relationships," said Tom Druby, vice president of information technology and chief information officer at BCNEPA. "Everything we do must benefit the people we serve. MITEM technology helps us in three key ways: it significantly cuts our CSRs' response time to customer queries, enhances the quality of information and reduces the time for training CSRs from four-to-six months to six weeks. Technology that improves service while reducing costs is a prudent investment."

According to Erik Manassy, director of e-services for BCNEPA, the need for MITEM's non-invasive integration capability came from the insurer's customer service division. "Our CSRs were interfacing with back-end legacy systems and were required to pull up 12 screens to obtain basic customer information such as name, dependents, group number, etc. While CSRs deciphered codes, our customers had to be placed on hold." Moreover, responses to customers were inconsistent, reflecting the differing ways reps deciphered information. The difficulty in learning how to navigate the legacy systems also entailed CSR training of up to six months, a significant cost to the company since CSR turnover rate is notoriously high within the call center environment.

Initially, 50 Blue Cross CSRs will be using a MitemView application to access customer data, which will be extended to 100 reps by the end of the year to address claims and benefits processing and contact tracking.

Bill McDonald, senior manager/call center solutions for MITEM, observed that BCNEPA required a solution for integrating legacy data that would be easy to learn, easy to use, and not disrupt its high-volume call center operation. "With MitemView, Blue Cross reps now only need to navigate two composite Windows-based screens to access all the information they need to assist a customer instead of the 12 character-based screens they had been required to navigate."

About Blue Cross of North Eastern Pennsylvania

Blue Cross of Northeastern Pennsylvania, an independent licensee of the Blue Cross and Blue Shield Association, is a not-for-profit health care company headquartered in Wilkes-Barre, Pennsylvania. It offers a comprehensive portfolio of health insurance products and administrative services to approximately 600,000 individuals in 13 counties.

About MITEM® Corporation

Established in 1985, MITEM is a provider of legacy integration software, operational CRM and call center solutions for Global 2000 companies and government entities. MITEM's signature product, MitemView, integrates differently designed systems - via the development of composite applications - to share critical data and automate business processes. MITEM has been deployed in diverse industries including public utilities, financial services, manufacturing, health care, education and government. MITEM's global customer base includes: ABN AMRO, GE/ERC, Harley-Davidson, ConEdison, EDF Energy (London Electricity), American Electric Power, Bayer, Swiss Life, Lockheed Martin, CalPERS, United States Postal Service and the US Air Force.

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