

# Customer Success Story

Association of Hong Kong Nursing Staff



## Customer Profile

Association of Hong Kong Nursing Staff (AHKNS), previously named as Association of Government Nursing Staff, was founded in 1977 by nursing staff on voluntary basis as a non-profit making nursing organization. The Association is registered under the Trade Unions Ordinance with the objectives to enhance professional development of nursing staff, promote community participation, advocate members' rights and improve the quality of health care services in Hong Kong. AHKNS is currently the premier nursing organization in Hong Kong with around 23,000 members.

## Project Background

AHKNS has already used a local retail solution and Peachtree for POS and financial management respectively. With the growing number of departments and members, it increased staff workload and influenced service quality. Since existing systems were less flexibility to make any modifications, AHKNS decided to deploy a new retail system to manage the complex operations.

## Business Challenge

In 2009, AHKNS realized that its existing systems were hindering its daily workflow. AHKNS is divided into three functional branches: Operations & Finance Committee, Industrial & Public Relation Committee and Professional Development & Continuing Education Committee. AHKNS relied on disconnected systems to handle its POS and financial needs.

However, as AHKNS grew and diversified, the organization discovered that these systems were limited in scalability and functionality, such as membership, education and insurance management. Therefore, existing vendor divided their database into three databases to manage membership details, education records and insurance records respectively. It resulted in heavy manual work in updating member profile, past activities' records and arranging membership fees and newsletter.

AHKNS is accredited by the Nursing Council of Hong Kong to offer the Continuing Nursing Education (CNE) programs/ activities. Their members have to enroll CNE programs to earn CME points to renew practicing certificates and membership. Continuing Education Committee of AHKNS was faced challenges in effective management of training and development activities. Existing vendor was difficult to extend its system to cover such areas due to complex architecture design. It took time for them to consolidate records, allocate resources, print certificates, check CNE points and etc. AHKNS

always received complaints from members as members had to wait for a long time to manage their enquiries.

Apart from personal development courses, Operations & Finance Committee always provides different kinds of value-added services and welfares to their members such as Nurses' Professional Indemnity Insurance and Home Content Insurance. As Nurses' Professional Indemnity Insurance was required to renew annually, the existing system was difficult for AHKNS to consolidate and generate reports to check the renewal and payment status. It increased employee's workload and affected service quality.

### **Choosing Microsoft Dynamics NAV, LS Retail and ACW**

AHKNS has evaluated several software solutions. However, there were no standard packages that could fit for their needs perfectly. Microsoft Dynamics NAV offered AHKNS a high degree of flexibility to customize additional functionalities and modules to manage their unique aspects of the business. Therefore, AHKNS chose Microsoft Dynamics NAV and LS Retail and Microsoft Certified Partner ACW Solutions.

ACW took 12 months to deploy Financial Management, Trade and Logistics, Billing and Receivables, Purchase and Payables, Membership and Inventory modules in a centralized database. The solution was deployed for 20 users in the first phase.

To cover education areas, ACW is customized Education modules to meet the AHKNS capabilities. With Education module, AHKNS can keep track of resources allocation of each course. Except improvements in course administrations, course attendance and CNE points of member can be recorded. It is easier for AHKNS to understand member preference and design targeted education programs to deliver better service quality.

Additionally, ACW is also customized Insurance modules to AHKNS to manage insurance application and renewal processes. With performing different types of analysis and data filtering in Microsoft Dynamics NAV, AHKNS can gain insight into members' renewal and payment status anytime. Since Microsoft Dynamics NAV integrated all operation processes, it dramatically reduced workload in consolidating data and updating members' database.

In a later phase, AHKNS will extend the system to its retail operation. LS Retail is built on Microsoft Dynamics NAV. With choosing LS Retail and Microsoft Dynamics NAV, AHKNS will be significant improvements for decision making and business analysis between head office and POS terminal.

## Result and Improvement

With the implementation of its new business management software, AHKNS has gained full control of its finance and sales and has optimized service levels.

### Remove Duplicate Records

To resolve challenges and ensure smooth implementation, ACW reviewed their business processes and provided several recommendations. For example, before three databases migrated to Microsoft Dynamics NAV, duplicate member records were discovered. We also found that some members had more than one Member ID. To delete duplication, ACW recommended them to perform duplication check by using Hong Kong ID instead of Member ID. After cleaning up and migrating the database, the duplicate were removed. To manage membership records effectively, ACW also recommended AHKNS to split Member ID into two fields. It was not only avoiding records duplication, but also capturing both member type and Member ID.

### Effortless Data Entry

Microsoft Dynamics NAV integrates financial, membership, education and insurance processes. AHKNS not only reduces data entry time by as much 70 – 80%, but it also reduces manual errors.

### Employees focus on members needs

The new solution has enabled AHKNS to have a completed view of members at any time, instantly enhancing their customer service to provide more personalized promotion campaigns, education courses, recreational activities and products. Except personalized promotion campaigns, the waiting time for AHKNS service is reduced from 15 minutes to 4 minutes. Better service will help to increase communications between members and association and release member's work pressure. Members can enthusiastically throw themselves into the work.

### Reduce administration cost

With Microsoft Dynamics NAV, AHKNS see overall efficiency gains in reports generating and making quicker decision. For example, it took three days for Operations & Finance Committee to generate insurance renewal report before. With centralizing all details in Microsoft Dynamics NAV, AHKNS has reduced the time in generating reports from three days to three hours. In addition, AHKNS has also reduced the postage cost to send out letters and promotion materials to members every month.

### High Scalability in future growth

Taking advantage of the high flexibility of Microsoft Dynamics NAV, AHKNS is able to customize additional functions cost-effectively to support their growth. To further extend their scope of service, AHKNS will launch different kinds of membership programs such as member cards for family members and online membership portal to increase interaction with members.