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e-WORKWIRE

THE NEWSLETTER FOR VALLEY EXECUTIVES

CIGNA E*Work Program A Success

CIGNA HealthCare of Arizona has taken their E*Work commitment to the next level. In May, CIGNA opened their first E*Work *Touch-Down Space*. It's designed to support the needs of CIGNA's growing E*Work population with an office environment they can check into and out of whenever the need. Much like a hotel.

Hoteling has become increasingly popular and cost effective because it allows companies to provide their full time teleworkers with office space 'on demand.' It helps cut back on real estate costs since the teleworkers share office space while continuing to work productively. CIGNA's *TouchDown Space* allows their E*Workers to use the site for regular business functions such as faxing, photocopying, holding meetings, or for remote work station use—all created to enhance CIGNA's E*Work experience. The E*Work site environment has a variety of collaborative space areas that support team activities, as well as designated quiet areas for employees who need a quiet workspace. Reserving a workstation is simple for E*Workers. All they do is call and reserve a work area in advance through a reservation system, which is on a first-come, first-serve basis.

In order to make the new work site process simple, CIGNA's E*Work employees were given a *TouchDown Space* manual to facilitate and support their utilization of the facility. The manual covers general protocol for the use and care of the environment, technology information, and key support details making the *TouchDown Space* convenient for employees to use.

E*Working is not for everyone. According to managers, 'it requires a seasoned individual, who knows their job and who can handle the independence of working from home.' The employees generally agreed.

Since January, CIGNA HealthCare of Arizona has successfully transitioned 44 employees to full-time E*Workers. On a national level, CIGNA Corporate employs 2,100 full-time E*Workers with the possibility of adding another 8,000 employees to the E*Work program.

For more information about the CIGNA *TouchDown Space,* you can contact Valerie King at Valerie.King2@cigna.com.

E*Workers & Teleworkers

E*Worker is a term defined by CIGNA HealthCare as employees who've given up their dedicated office space and are able to work both remotely and in a shared on-site workspace. CIGNA fully equips their E*Workers, who are working at home three or more days per week.

Teleworkers at CIGNA work remotely one or more days per week, yet retain their office space at their main worksite.

A Rural Solution to an Urban Problem

Remote Call Center Solves Space Problem and Provides Jobs in Rural Washington

When office space ran out and new employees became difficult to find, Washington Dental Service (WDS) knew some changes had to be made. The Seattle-based dental insurer turned to the Washington State Telework Coalition for help. WDS management found the perfect solution--the Rural Telework Project developed by Washington State University's Cooperative Extension Energy Program.

WDS already knew that telework was working for their central office operations. They had an existing telework program for central office employees, but now had an opportunity to utilize technology to expand the ways telework could work for them--through rural telework. Rural telework utilizes technology to bring central office operations to rural areas, allowing companies to do business in areas where real estate costs less, while at the same time, providing an economic boost to the areas. While WDS chose to build a new facility in a rural part of Washington, rural telework can also work with individual employees working from their homes.

Case Study: *At A Glance*

"We set out to increase productivity and do our part in creating cleaner air, but the surprising outcome of the program was happier employees."

– Mike Hutchinson, Mesa City Manager

Industry:
City government

Location:
Mesa, Arizona

Statistics:
- 75 teleworkers in the pilot program
- 1 day of teleworking per week
- Program began March 2001

Business benefits:
- Increased productivity
- Organization placed on the cutting edge
- Reduced commute trips

Transportation & Air Quality Impacts
- Reduced vehicle miles traveled by 112,500 annually
- 3,037 fewer pounds of pollution annually
- Average teleworker saves 64 minutes each day and spends that time with their family, exercising, and sleeping.

CITY OF MESA
Great People, Quality Service!

Why city of Mesa began a telework program:
- Improve employee productivity & efficiency and quality of work
- Increase employee satisfaction
- Retain quality employees
- Improve air quality

Selection criteria for teleworkers:
- Volunteer to participate in pilot
- Manager approval

City of Mesa departments offering telework:
- Utilities
- Library
- City Court
- City Clerk
- Employee Benefits
- Arts Center
- Fire
- Auditor

Elements of the program:
- Selection criteria
- Employee and manager training
- Internal marketing
- Upper management commitment

Extensive research showed that the project, which works to move urban jobs into rural communities, was feasible for WDS and would be a win-win situation for all parties. WDS would have a new location with plenty of room to expand along with a new pool of possible employees; meanwhile a small town would receive new jobs. The program defined three regions that WDS traveled to before selecting one of the rural areas they determined as their new site.

▲ *Pictured: The first 15 employees hired by Washington Dental Service in February 2002. They have since doubled their staff.*

Colville, Washington was the site chosen by WDS for their new call center operation. Located in the state's northeast corner the small community of Coville, and its 4,750 residents, welcomed the new jobs. Working side-by-side with community leaders, WDS visited then purchased a former restaurant and began setting up shop. A unique partnership formed between WDS and Qwest Communications who provided the phone lines and connectivity that would enable the call center's operation.

Since WDS had solved their first dilemma lack of space--now it was time to solve the second. Finding employees proved simple, thanks to a relationship with the Community Colleges of Spokane who have a site in Colville. Students began a customer service program to help with the future costs of soft-skills training. The interest by Colville residents was high, and the first call for job applicants yielded 200 applications for only 14 positions. This was a much better solution than hiring temporary, less qualified employees as they had previously done while in a crunch.

The facility opened January 2002 and continues to grow. Another 14 call center agents were hired in April. WDS reports that company standards are high, but employees are willing and able to meet the expectations set forth.

▲ *Pictured: Washington Dental Service office located in Colville, Washington.*

Not only did WDS resolve their challenges of outgrowing office space and finding qualified employees, but they provided one rural town with good jobs leading to a more solid economic future.

Source: Washington State University Cooperative Extension Energy Program, www.energy.wsu.edu

Technology– The Telework Enabler

Jeremy Hopwood of VelocityStorm, one of the nation's top experts in telework connectivity from Austin, Texas, will be discussing the primary technologies enabling telework at the

Valley Metro Telework Clinic

Wednesday, September 25, 2002 • 7:30 a.m. – Noon
Wells Fargo Conference Center

Also featuring: a local panel of IT pros discussing 'Success in the Trenches' and how they found technology solutions for telework.

Sponsored by Valley Metro and high-tech companies including Cisco, Cox Business Services, Nortel, Rycom Systems, and T Manage.

Cost is $15 and all proceeds will benefit Arizona StRUT (Students Recycling Used Technology).

RSVP by September 23rd to 602-262-7433 or e-mail rideshare@ValleyMetro.org.

For details about the Clinic go to: www.ValleyMetro.org.

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TELEWORK
GETTING TO WORK SMARTER

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