



DialAmerica Healthcare Solutions: AEP Customer Service Case Study

DialAmerica Healthcare Solutions Exceeds Major Health Plan's Expectations for Customer Service Needs During Annual Election Period

Executive Summary:

A major New York Medicare Health Plan in collaboration with a Medicare Advantage Health Plan partnered with DialAmerica Healthcare Solutions to handle member customer service calls during the Annual Election Period (AEP). DialAmerica Healthcare Solutions' goals were to provide a superior call experience for members, meet service levels, improve customer satisfaction and increase the plan's Stars Rating.

Situation:

Historically, the Health Plans would employ temporary staff to handle the increase of customer service calls experienced during the AEP season. Every year the Health Plans had to retrain a new group of inexperienced customer service agents to meet the increase in demand. They found that not only did these agents lack industry experience, but also were unable to integrate themselves within the company culture. As a result, the agents were difficult to manage and they had difficulty answering member questions. In addition, the Health Plan was spending a lot of money to train these agents on an annual basis.

Program Goals:

DialAmerica Healthcare Solutions was tasked with improving in four key areas:

1. Timeliness of Call Response – To deliver a service level of 80/30; an abandonment rate of less than five percent and keep talk time to less than seven minutes per call
2. Productivity – To maintain the productive and available time at 92 percent or higher and the average handle time within 110% of company's monthly average
3. Internal Quality Assurance – To coincide DialAmerica Healthcare Solutions' training process with the Health Plan's internal goals of an aggregate average score of 93 percent or higher
4. Customer Satisfaction Scores – To achieve a customer feedback score of 8.75 out of 10 or higher, through a random sample survey of members

Results:

DialAmerica Healthcare Solutions exceeded all of the Health Plan's goals and now handles provider calls, outbound education and verification calls in addition to other key customer programs.

Program Aspect	Goal	Actual
Service Levels	80%	92.55%
Abandonment Rate	5%	1.06%
Average Speed of Answer	30 seconds	13.25 seconds
Productivity Goal	92%	93.86%
Internal Quality Assurance	93%	98%
Customer Satisfaction Scores	8.75/10	9.53/10



Client Testimonial

“My experience with DialAmerica Healthcare Solutions has been amazing. The agents are wonderful. Very respectful and work very well with their colleagues. I honestly appreciate their dedication and hard work. We could not have picked a better group of agents to train on our internal systems. Honestly it has been an amazing experience with DialAmerica Healthcare Solutions.”

To learn how DialAmerica can help your business, contact our solution specialists at 800-913-3331

www.dialamerica.com/healthcaresolutions