



ConvergeOne

Solving Complex Customer Experience Challenges Through WAVES Communication Roadmap Planning



Challenge

A healthcare insurance provider's eight (8) contact centers operated independently of each other relying primarily on voice services to assist health plan members in understanding and taking advantage of their benefits and services. A variety of inefficiencies existing within the provider's information systems and the contact centers prevented agents from delivering a consistent, high quality customer experience. Agents manually accessed multiple systems to support requests. Members needed to repeat personal information when transferred between departments and were dependent on live agent interactions for assistance. Inability to provide self-service capabilities and little interaction through digital channels was further impacting healthcare plan member satisfaction.

At the Corporate level, a digital transformation initiative was launched in response to awareness of growing market competition, and customer feedback demanding easier, more convenient access to benefits and services. The company's legacy contact center environment did not offer a cost effective, efficient path to support the company's vision for digital transformation and customer experience.



The Customer's Desired Outcome

To improve individual and community health and wellness by making it easier for health plan members to gain access to and take advantage of health services most beneficial to their needs.

Solution

ConvergeOne's Customer Experience Advisory Services utilized its proprietary **WAVES Communication Roadmap Planning** methodology to evaluate contact center operations, business processes, and current state communication services to determine areas in which business processes, technology, and contact center operations should be closely aligned to positively impact business outcomes. Working sessions with stakeholders representing the contact center, business, and IT/Telecom resulted in identification of three key areas in which alignment was critical:

- Modernization – Bringing call center services up to date via incorporation of Interactive Virtual Assistants and digital channels to meet healthcare members' expectations for anytime, anywhere, any-channel member service
- Operational Improvements: Improving the agility and quality through which rapid deployment of new services would be achieved with commitments to customer SLAs and performance guarantees
- Customer Experience: Building long-term relationships through highly effective engagement and interaction with members and partners to improve the health of the community, customer loyalty and retention.

For each group, discovery sessions were used to gain an understanding of core processes, workflows, future needs, and how the activities within individual contact centers support the business/services groups that depend on them. Validation and prioritization of the findings by each of the business and contact center's stakeholders resulted in the identification of clear business outcomes. Eight (8) common business use cases were identified, along with the functional requirements necessary to enable them.

A detailed architecture and implementation sequence was devised based on the business use case profiles and functional use case dependencies required by the business units. A comprehensive roadmap was subsequently developed to assure a practical, pragmatic transition to the new environment that addressed changes in process, workflow and technology.

Results

ConvergeOne Advisory Services worked closely with executive stakeholders and solution suppliers to develop the architecture and solution that best aligned with future requirements. Service continuity was maintained during implementation through a carefully sequenced transition to the new communication infrastructure, along with a gradual introduction of new contact center capabilities and services.

Next Steps

A productive first step toward a powerful, comprehensive communications framework and infrastructure is to request a consultation with ConvergeOne Advisory Services. Contact your National Account Manager or email us at AdvisoryServices@ConvergeOne.com

