

SOLVING COMPLEX CUSTOMER EXPERIENCE CHALLENGES THROUGH ENTERPRISE COMMUNICATION ROADMAP PLANNING



Challenge

A healthcare insurance provider's eight (8) contact centers operate independently of each other and use primarily voice services to assist health plan members in understanding and using their plan benefits, wellness programs, case management, and other services. A variety of inefficiencies exist within the information systems that agents use to support customer interactions:

- Agents must manually access systems, which do not offer a view of the caller's past interactions with the company.
- Customer information does not accompany call transfers, requiring caller reauthentication and frustration.

The company's partners (i.e., the participant employers) look to the contact centers to provide services that improve members' health. Both members and their employers have come to expect personalized communications that go beyond voice interaction. Plan participants should be able to interact with the company using the communication devices and channels most convenient to them at their preferred time of day.

The existing contact center environment was unable to support digital channels for member interaction, which did not align with the company's digital transformation initiative. This initiative was driven by both competitive awareness and the desire to reduce customer friction, making it easy to take advantage of the healthcare insurance provider's benefits via a positive member experience that considers the member's time and communication preferences, within the context of past interactions with the contact center.



The Customer's Desired Outcome

To improve individual and community health and wellness by making it easier for health plan customers 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 **Enterprise Communication Roadmap Planning** methodology to conduct a series of interviews and discussions with the contact centers and technology stakeholder groups (IT/telecom, operations, and innovation teams) to identify key areas of opportunity for service improvement and potential expansion. Discussions tied to alignment with the company's primary business drivers:

- Competition (e.g., agent retention and recruiting, national competitors and their services)
- Operational improvements (e.g., contact center efficiency, customer SLAs and performance guarantees)
- The company's future vision for customer experience and partner services

For each group, discovery sessions were used to gain an understanding of core processes, workflows, future needs, and how the work within individual contact centers supported the business/services groups that depend on them.

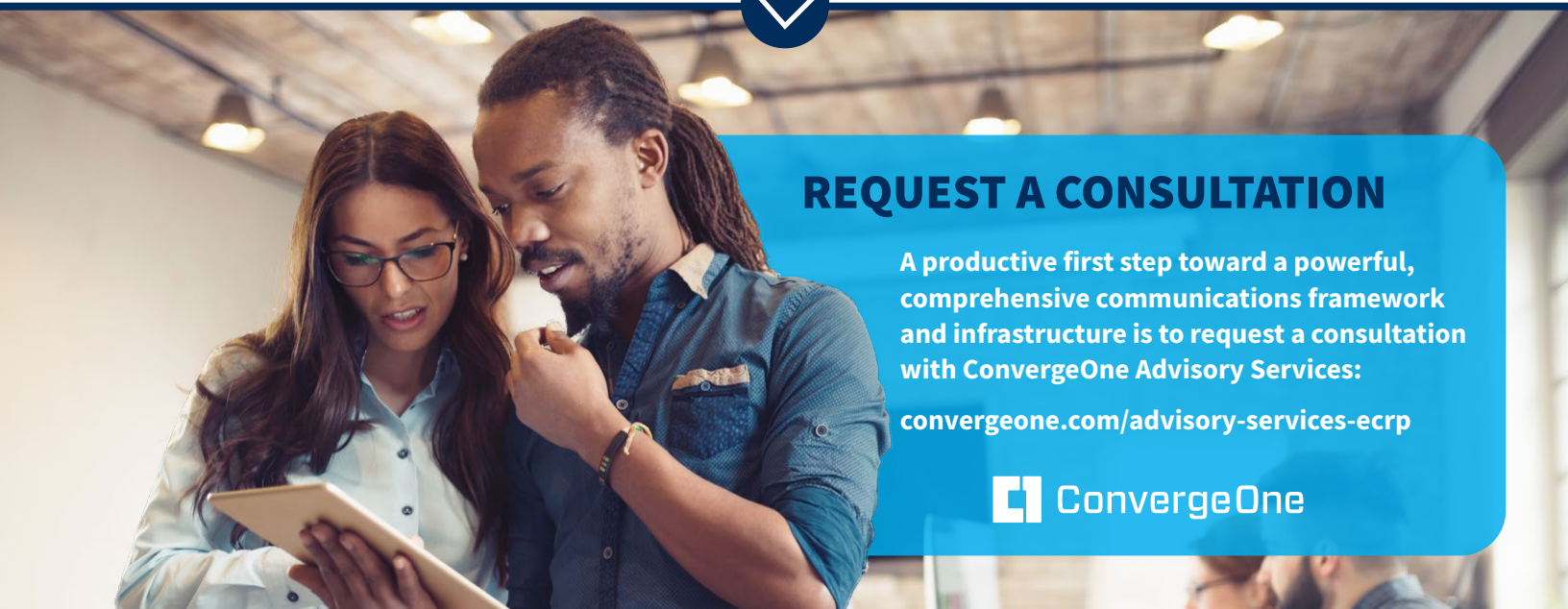
The discovery sessions produced significant findings that were validated and prioritized by each of the contact center's stakeholders, resulting in the identification of clear business outcomes associated with eight (8) common business use cases and the functional requirements necessary to enable them.

A detailed architecture and implementation sequence was devised with consideration of the combined business use case profiles and functional use case dependencies. This enabled the healthcare plan provider to establish an implementation plan that addressed process and workflow changes, as well as the adoption of new communication services within each center and across the enterprise.

Results

ConvergeOne Advisory Services worked closely with executive stakeholders and solution suppliers to enable the selection of an architecture and solution that best aligned with the customer's future requirements. It accomplished this while maintaining service continuity through a sequenced transition to the new environment and introduction of new contact center capabilities and services.

After the completion of a successful three (3) month pilot, the adoption of the new enterprise-wide solution was committed.



REQUEST A CONSULTATION

A productive first step toward a powerful, comprehensive communications framework and infrastructure is to request a consultation with ConvergeOne Advisory Services:

convergeone.com/advisory-services-ecrp

