

National Healthcare Benefit Provider Partners with Solix to Increase Campaign and Customer Service Success

Client Overview

A leading national healthcare benefit provider needed help managing inbound customer inquiries regarding benefit plans, especially during busy open enrollment seasons. They also needed highly trained, licensed agents as well as automated solutions for outbound services to grow revenue and retain their existing customer base in a highly competitive market.

Program Objectives

- ✂ Reduce agent training costs by implementing certification programs and state-approved, pre-licensing education courses.
- ✂ Increase volume of customer sales at first contact by highlighting plan options, discussing benefit information and making well-qualified recommendations.
- ✂ Monitor programs to ensure quality and implement strong compliance controls to safeguard customer information, increase resources to identify and mitigate fraud.

Challenges

- ✂ Generating leads to increase client sales in the highly competitive health insurance marketplace.
- ✂ Ensuring consistency, quality and data integrity from application intake to appointment scheduling.
- ✂ Scaling agent resources to manage through emergency and other peak, volatile periods.
- ✂ Assisting Medicare Part C and Part D members with their plans while meeting CMS requirements.

Solix Solution

- ✂ Provide a team of trained sales agents, licensed as Health & Accident Producers in dual states to increase sales.
- ✂ Track and deliver robust call/contact metrics to improve marketing campaigns and target outreach.
- ✂ Continuously satisfy all HIPAA and PCI compliance requirements and ensure customer data integrity throughout the program lifecycle.
- ✂ Help members navigate complexities associated with the Affordable Care Act and healthcare reform.
- ✂ Enlist fully trained Medicare Part C and Part D Customer Service Representatives to assist members with all aspects of their plans (eligibility, premiums, benefit questions, provider location, claims issues) to augment client's current staffing as well as expand hours of operation.

Results

- ✂ Consistently achieved or surpassed all service level objectives over the 6+ year partnership.
- ✂ Maintained an average customer satisfaction score of 97%, surpassing quality scoring requirements.
- ✂ Reduced costs and shortened turnaround time from a week to a few hours by implementing an agentless program for subscriber payment reminders.
- ✂ Leveraged Solix Connect for successful Annual Enrollment and Annual Disenrollment campaigns.