

Largest ResultsCX Seasonal Ramp Exceeds 100% of AEP Clients' Conversion Goals



Industry - **Healthcare**

Main Statement: Medicare Advantage Plan clients gave ResultsCX little extra time to meet forecasted need for their seasonal annual enrollment workforce:

The Challenge

The largest Managed Medicare plan provider experienced significant support performance issues during volume spikes, despite a lengthy training program. The challenges included:

- Largest ever cohort of licensed agents to be hired
- Extensive training required, including compliance
- Juggled state certifications with some having to be earned after AEP's start

The Solution:

Aggressive hiring targets for licensed agents required a multi-pronged approach:

- Recruitment via three sourcing streams for licensed agents—including some pre-licensed candidates—delivered 117% of goal
- Licensing coordinated the purchase and fulfillment of 30K+ licenses and certificates Adjusted pay rates to be more attractive in this market and influence acceptance
- Performance management dashboards ensured near real-time performance updates to facilitate development of high-output agents and support enhanced conversion rates

The Results:

The performance of our largest to date Annual Enrollment team was some of the best ever for clients:

- Over 1,000 licensed agents hired for AEP and OEP, a 91% success rate among all candidates delivered by Talent Acquisition Resources
- 16% Average sales conversion rate across all clients, which includes some clients historically measuring very low single digits on conversions
- 34% conversion rate on average among large healthcare plans
- Gross sales goals met or exceeded for 4 of 5 AEP clients
- 100% of AEP clients exceeded their conversion targets
- #1 Ranking for ResultsCX in every instance against a competitor
- Speed to competency for agents some of the highest experienced by ResultsCX for AEP/OEP