

# Health Plan Supplemental Benefits and Rewards Provider Automates Knowledge Management and Uses Bots to Improve Support Proficiency by 22%



Industry - **Healthcare**

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Managed Medicare plans offer supplemental benefits and reward programs to encourage better healthcare outcomes for members. Great support experiences play a key role in whether members take advantage of them.

## The Challenge:

Immediately after a new Medicare plan year starts, this client experiences a surge in member inquiries about supplemental benefits and rewards, accompanied by challenges:

- Achieving Average Handle Time (AHT) target
- Maintaining call quality
- Achieving high customer satisfaction
- Shortcomings in knowledgebase that hampered agent effectiveness

- Inadequate outbound scripting mechanism
- Capacity to pivot quickly to outbound campaigns as needed

## The Solution:

To facilitate agent effectiveness and improve overall performance, SupportPredict digital experience platform with Agent AI implemented for agent use, supplemented by Chat Bots component for inbound and outbound functions, Features included:

- Knowledgebase with easier search functionality
- Enhanced team communication about changes, valuable information, and incentives
- Ensured agents could bookmark solutions for future access
- Repository of frequently accessed solutions to speed up resolution times
- Employed chat bots for two most frequent inbound call drivers, with suggested and mandatory scripting to ensure resolution and compliance
- Used chat bots for outbound campaign scripting to improve compliance and satisfaction

## The Results:

Main Statement: Compared the year before implementation, performance improvement includes:

- 14% improvement in AHT
- 22 % improvement in speed to proficiency for new agents
- 5.15% improvement in quality
- 55% improvement in CSAT