

Training Innovation Helps Health Plan Client Reduce member **Escalations by 54% during Cyclical Events**



Industry - **Healthcare**

Spikes in support call volume, even when anticipated, can be a performance challenge for Medicare Advantage health plans. Changing training into cyclical installments that align more closely with actual work requirements is an important strategy for improving health plan member experiences and satisfaction.

The Challenge

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

- Dropped calls, resulting in member frustration and incomplete issue resolution
- Low performance quality scores, impacting overall customer experience
- Excessive average handle time (AHT), affecting operational efficiency

- Low customer satisfaction, reflected in negative feedback and potential member attrition
- Repeat calls, indicating a lack of first contact resolution
- High rates of customer escalations, leading to excessive complaints and increasing the workload for senior staff

The Solution:

ResultsCX proposed innovative cyclical training that embraced multi-generational learning and storytelling techniques. Key elements were:

- Alignment with top call drivers and cyclical events, ensuring agents were prepared to handle member concerns effectively
- Customized training to accommodate different learning styles and preferences, optimizing engagement and knowledge retention
- Incorporation of member personas, encouraging agents to empathize and connect with members on a deeper level, improving the quality of interactions
- Integration of health literacy and emotional intelligence training, equipping agents to communicate complex medical information effectively and handle member emotions sensitively
- Timely delivery of cyclical training, ensuring agents were well-prepared with the latest knowledge and procedures
- Development of robust facilitator guides, enabling trainers across different vendor teams to maintain uniformity in content delivery and instructional techniques

The Results:

Implementation of ResultsCX's innovative training solution yielded remarkable results:
Internal ResultsCX Results

- 12% lower average handle time, resulting in reduced call durations and improved call center productivity.
- 8% higher customer satisfaction scores, leading to higher satisfaction ratings and an improved member experience.
- 4% higher first-call resolution rates with agent tenure, indicating a higher level of problem-solving abilities, especially as agents gained more experience and proficiency.
- Greater knowledge accuracy, further supporting lower AHT and improved experiences.

The innovative training significantly improved overall enterprise performance and member satisfaction. Ongoing positive impacts across the client enterprise showcase the substantial positive impact

- 34% reduction in offline escalations, indicating success of enhanced problem resolution process and reducing the workload for senior staff.
- 54% decrease in member escalations, highlighting the success of empowering agents to address member concerns effectively.
- 13% increase in overall customer experience, linked to the quality of interactions and issue resolution,
- 28% reduction in voluntary disconnects, as a result of improved agent effectiveness and efficiency, leading to higher customer retention rate