



Case Study

# Leading Healthcare Payer

Implements NPS and  
Improves Its Member  
Experience Journey



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*Implements NPS and Improves Its Member Experience Journey****The Client***

The client is a Fortune 500 leading managed healthcare company in the United States with more than 14 million members. It provides Medicare plans, Medicaid, insurance products, and health and wellness programs to families, seniors, individuals, and businesses.

***The Partnership***

*In 2005, Teleperformance was one of the first contact center partners chosen by the client to provide services for their Medicare line of business. This is the largest line of business for the client, which is one of the largest Medicare providers of health plans in the United States. Previously, this member service group was internal to the client.*

*Today, Teleperformance supports the client's Medicare line of business from four contact center sites in the United States. There are approximately 900 FTEs that quickly ramp to 1,200 FTEs during the annual enrollment period (AEP), October 1 to December 7, and continues into the first quarter as members have questions about their new plans. In the summer, Teleperformance supports programs to improve members' health and wellness. The support includes an escalation team, inbound and outbound customer care, web support, and back-office research and support. Agents assist members of the health and pharmacy plan with questions about their benefits, eligibility, and need for prior authorizations, claim or billing status. The pharmacy sales support includes handling inbound and outbound calls to offer mail order, generic drugs and other pharmacy service capabilities to members.*

*Additionally, Teleperformance also provides the client with 100 licensed telesales agents during AEP who are certified to enroll prospects into a Part D plan (pharmacy). These licensed agents receive calls from prospects and offer the best plan to meet the prospects' needs.*

### *Implements NPS and Improves Its Member Experience Journey*

## Challenge

The client originally chose Teleperformance for its knowledge of healthcare, commitment to service and performance, cultural alignment, and the ability to expand to new lines of business and quickly ramp for AEP. More recently, the client has been interested in partners that innovate and offer best practices. The client looked to Teleperformance to introduce new, innovative ways to improve its customer experience and member loyalty, while also maintaining performance levels necessary to meet its members' customer care expectations.







# *The Teleperformance Solution*

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## **The Solution**

### **Net Promotor Score (NPS) Implementation:**

NPS is a measure based on how callers answer the question, “How likely is it that you would recommend the client to a friend or family member?” Teleperformance was the first of the client’s contact center partners to focus on the member experience journey and NPS, and improve the score overall. In order to position the client to receive the greatest potential to effectively leverage NPS, Teleperformance shared its best practices for NPS with the client’s internal and other vendor sites. Teleperformance increased NPS from 12.4% in Q1 2015 to over 31% in Q4 2016.

### **Customer Experience Lab (CX Lab) Research:**

To help the client better understand customer behavior and service preferences in the U.S. healthcare market, as well as key drivers of loyalty, brand advocacy and satisfaction, Teleperformance shared its proprietary survey for the healthcare industry, conducted by the Teleperformance Customer Experience Lab (CX Lab).

### **Buzz Monitoring Report:**

Teleperformance also conducted a Buzz Monitoring Report that included the client’s pharmacy business and four of its competitors in the pharmaceutical industry. The report collected market intelligence from what customers were saying on social media about the company’s brand, services, and marketing campaigns in order to help the client understand customer behavior on social media and allow it to adjust the usage of its social media channels to better communicate with its target audience.

## **The Solution**

### **“Every Customer Has an Opinion” (ECHO):**

The ECHO program is a unique external Voice of the Customer (VOC) survey tool offered to each caller. It measures agent and customer satisfaction. Daily, callers are offered the opportunity to answer ECHO/VOC surveys containing four questions regarding their call. On a monthly basis, the client compiles survey data to analyze Teleperformance’s overall performance against the related goals. ECHO/VOC survey results are used to determine NPS.

### **“Phone a Friend”:**

Teleperformance developed a creative program called “Phone a Friend,” which involves an escalation team to handle multiple callers or dissatisfied callers, and track Tier 1 employees who need extra help to meet goals for first call resolution (FCR) and customer satisfaction (CSAT). Teleperformance created this customized escalation team to measure agent knowledge for training improvement of KPIs and ensure that members’ questions are resolved.

### **Call Quality Score:**

The Call Quality Score includes accuracy/knowledge, courtesy, issue resolution and NPS. Teleperformance conducted an AHT study by skill and worked to create tiered service agents. This provides better call control, more accurate answers, reduced call-backs and lower AHT. In the past 12 months, Teleperformance has been able to reduce call-backs by 6.8%.

## Implements NPS and Improves Its Member Experience Journey

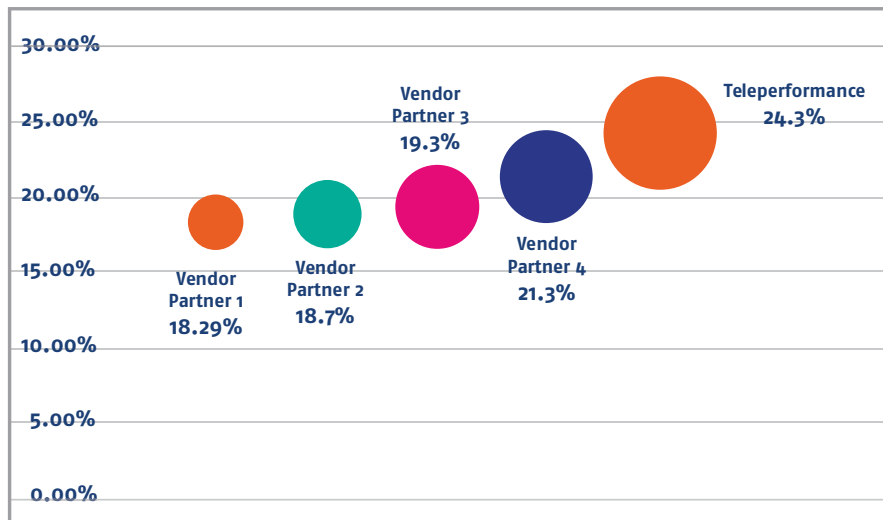
## The Result

The introduction to NPS for the member experience journey began in 2013 and has led to NPS improvement across all of the client's contact center partners. The focus on NPS continued throughout 2016 and Q1 2017, and Teleperformance was ranked the No. 1 partner for these time periods, and as champion on NPS for the last 6 quarters. A comparison of NPS for all vendor partners showed the following results:

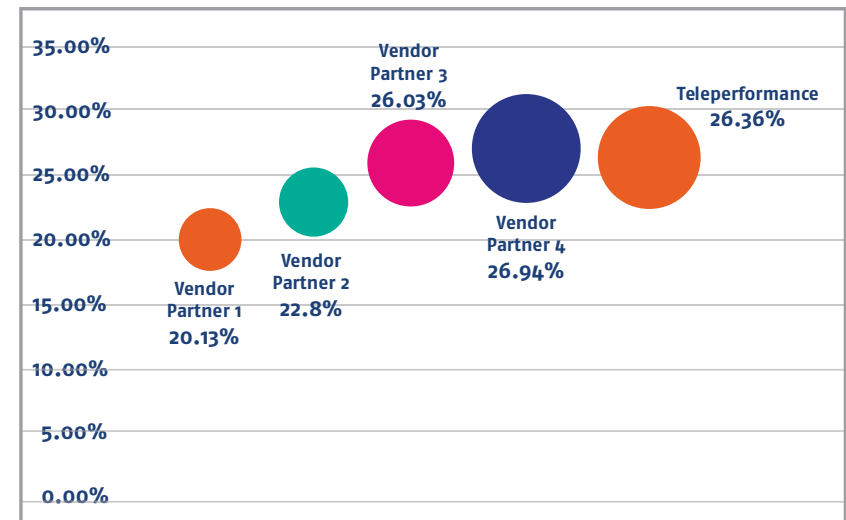
- Teleperformance was ranked the No. 1 partner for 2016 and 2017 on NPS, and increased from 24.3% to 26.36%.
- After following Teleperformance's best practices for NPS, the client's other vendor partners improved their results for NPS:

- Vendor Partner 1: Increased NPS from **18.29% to 20.13%**
- Vendor Partner 2: Increased NPS from **18.7% to 22.8%**
- Vendor Partner 3: Increased NPS from **19.3% to 26.03%**
- Vendor Partner 4: Increased NPS from **21.3% to 26.94%**

2016 YTD Vendor Comparison – NPS



2017 Q1 Vendor Comparison – NPS



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## The **Rewards**

*In September 2017, Teleperformance received the 2017 RSO Member Experience Award, and was named Partner of the Year by the client.*



**2017 RSO Member  
Experience Award Winner**



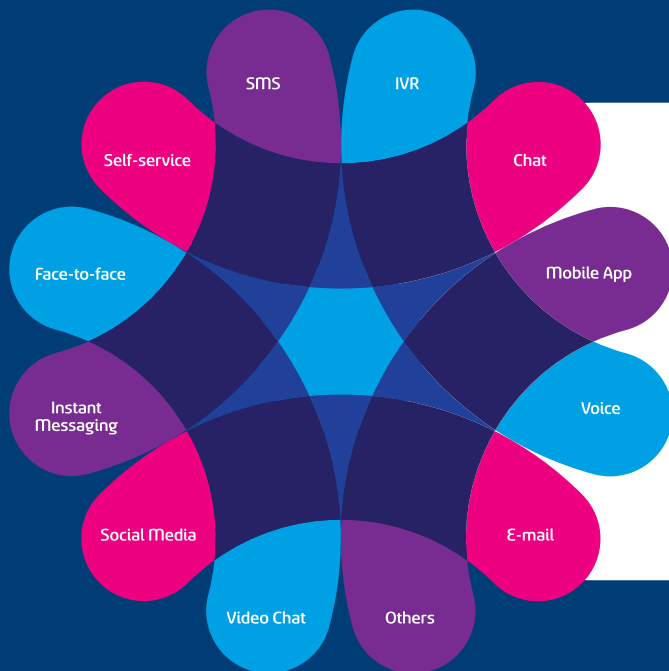
**2017 Partner Innovator  
of the year Award Winner**

### **Client Testimonial**

*"[Client] has been in partnership with Teleperformance for several years and is impressed with the level of innovation they bring to the table on a daily basis. They have not only met key performance metrics but have also worked with us on new and innovative ways of doing business. [We] look forward to a continued partnership with Teleperformance!"*

*—Director RSO Customer Service*





## ***About Teleperformance***

### *Worldwide Leader in Omnichannel Customer Experience*

We are the worldwide leader in outsourced omnichannel customer experience management. Teleperformance connects the biggest and most respected brands on the planet with their customers by providing customer care, technical support, customer acquisition, digital solutions, analytics, back-office and other specialized services to ensure consistently positive customer interactions.



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