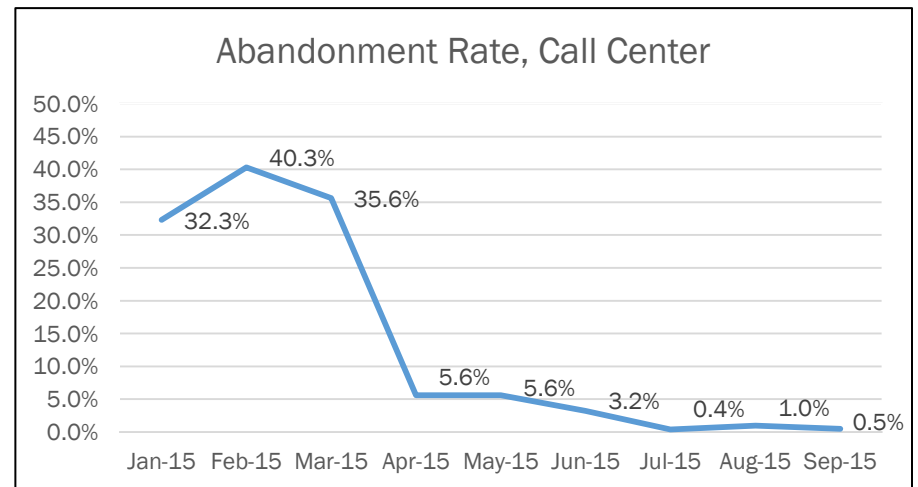
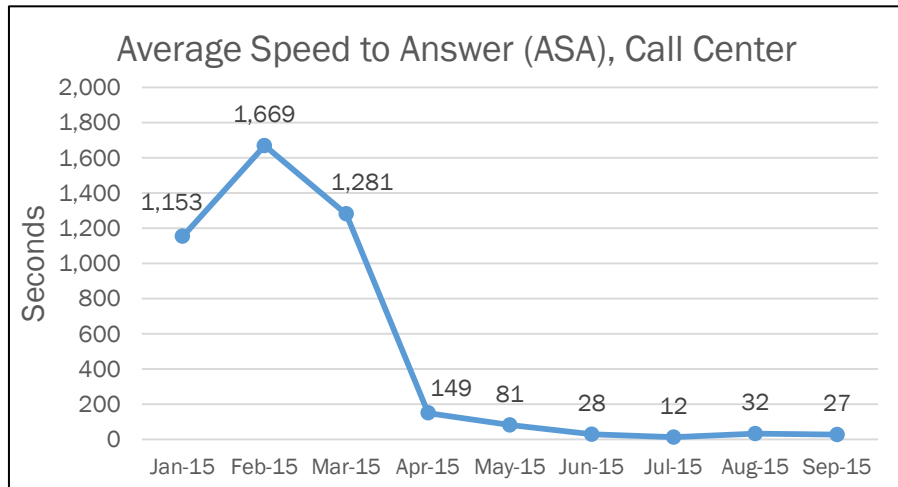
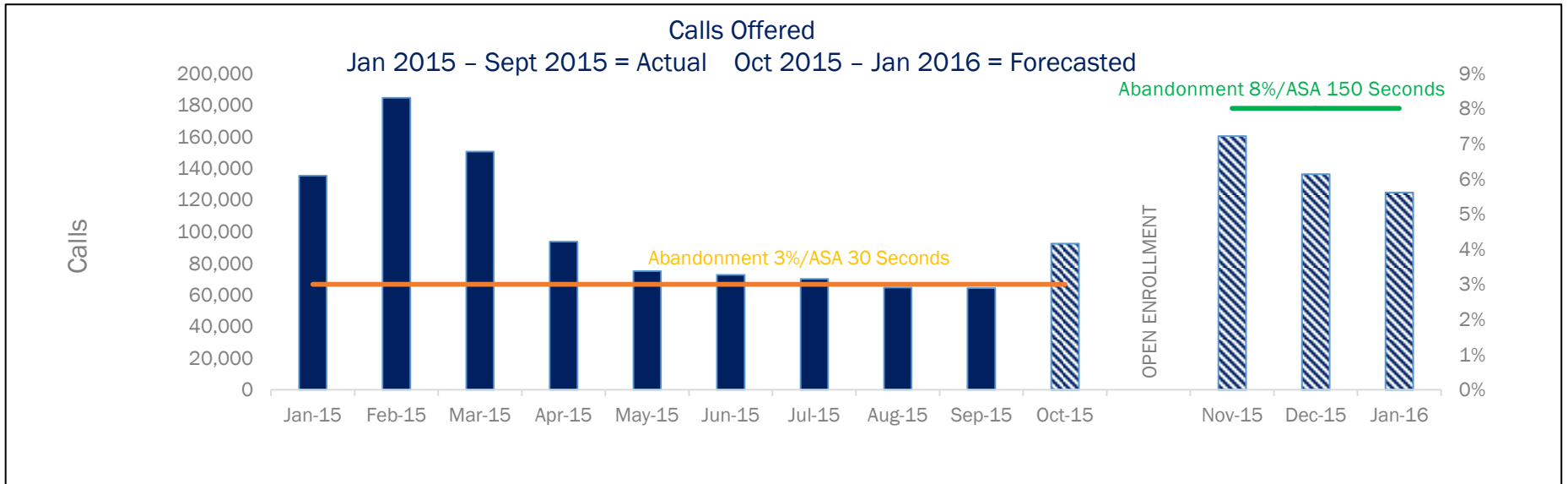




Executive Director's Report: Customer Experience Update

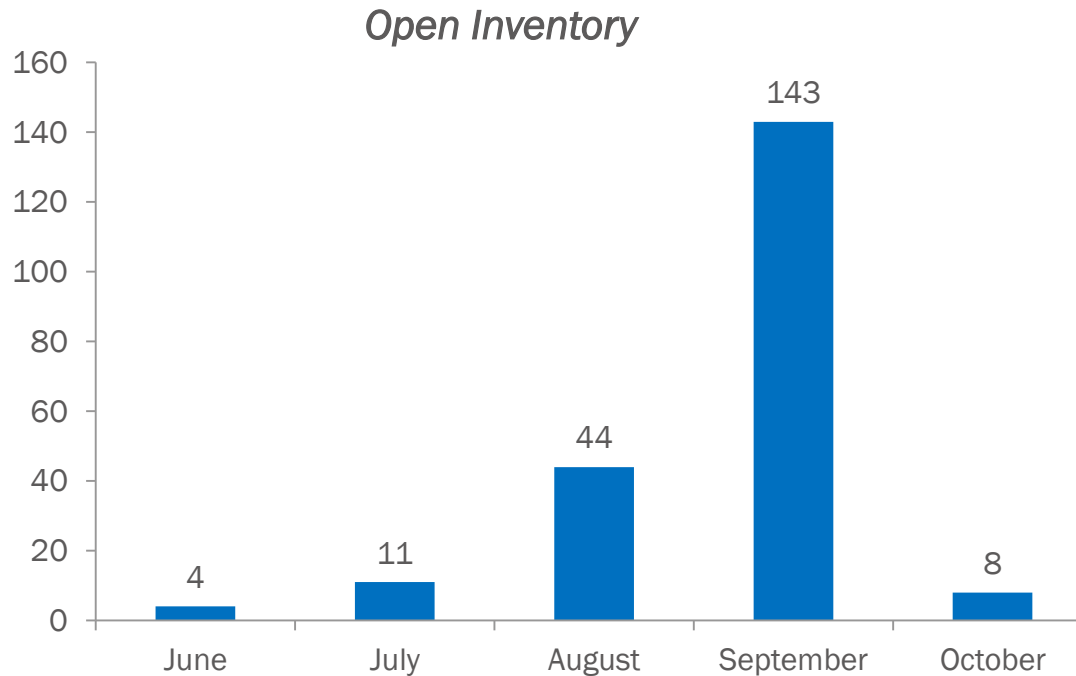
Board of Directors Meeting, October 8, 2015

Call Center Performance



Urgent Services Update

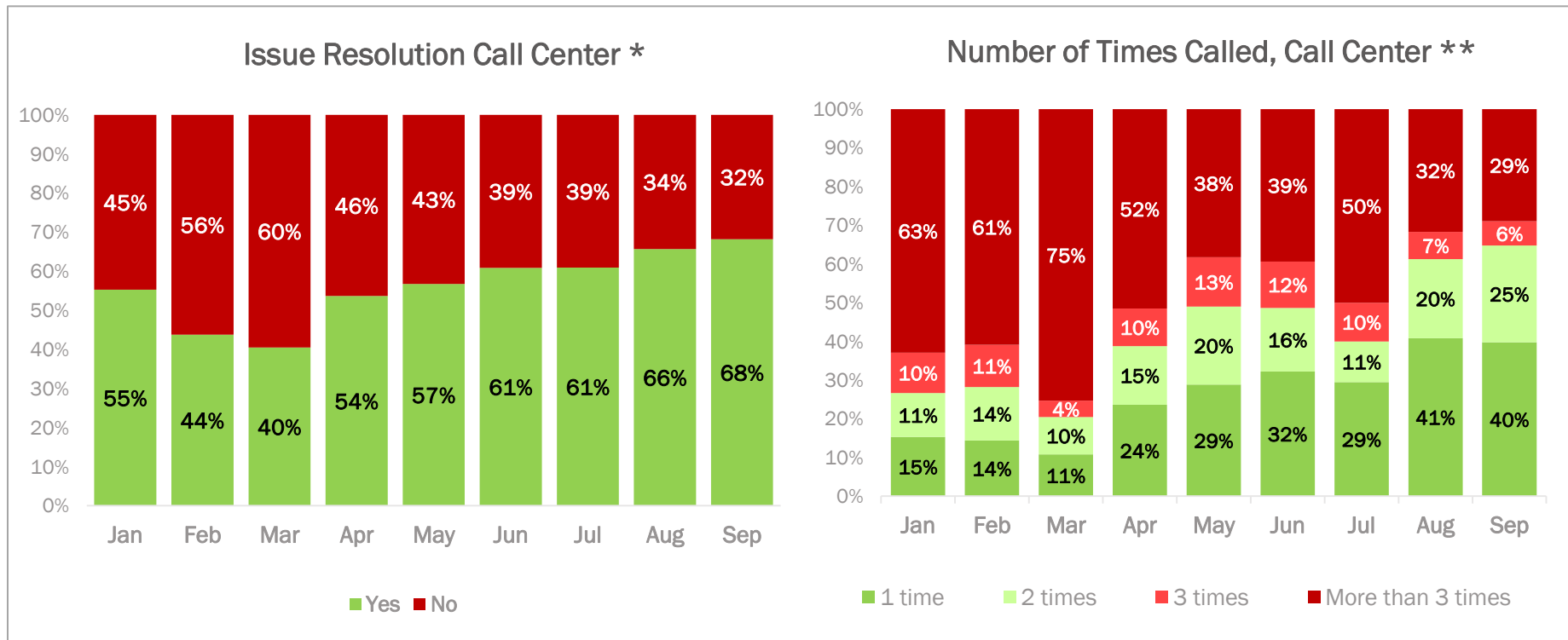
- Urgent services cases resolved, year-to-date = 3,223
- Current inventory = 210
- The Health Connector recently launched an Ombudsman program to assist members who have unresolved issues regarding their enrollment or who have complaints regarding their customer service experience
 - The program is in addition to the normal customer service communications and channels



Call Center Satisfaction Survey: Results



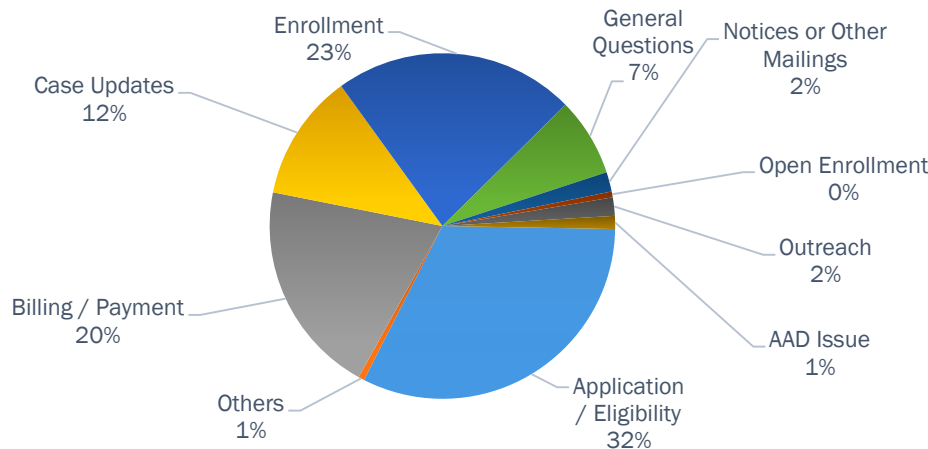
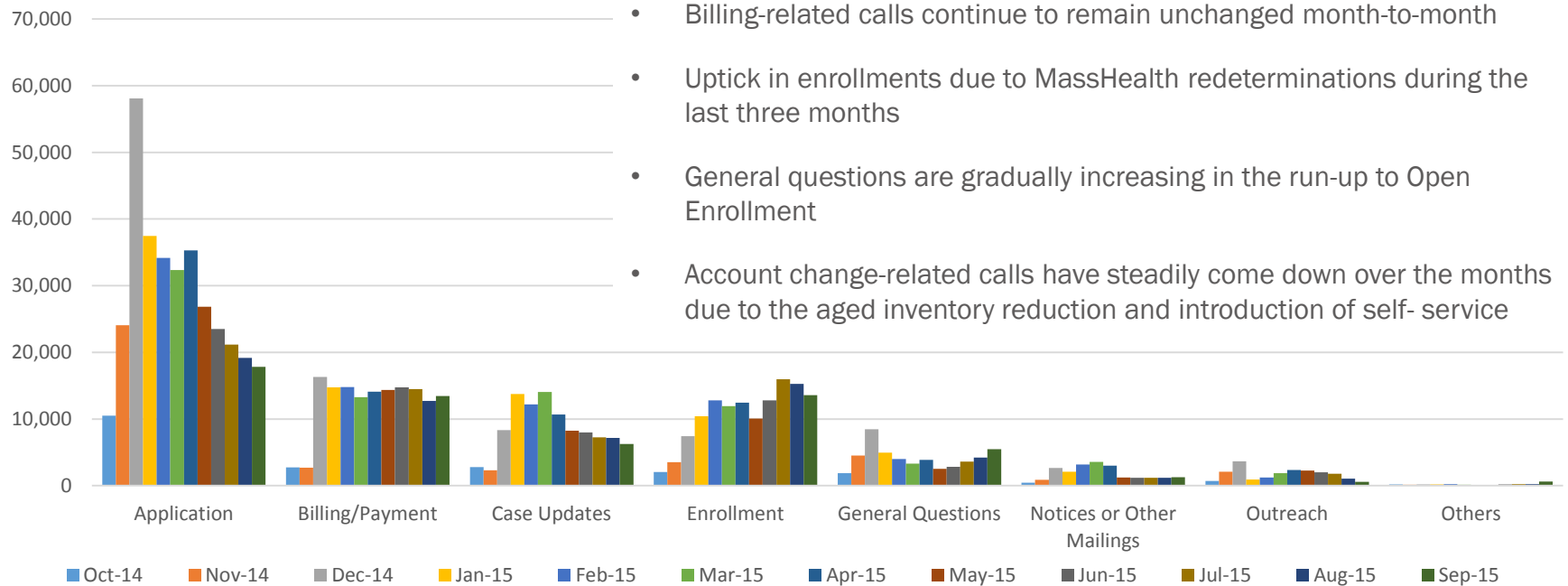
- Issue resolution has increased by ~2%; continued upward trend
- ~ 3% reduction in people calling more than three times to the call center – see analysis on next two pages



*Q: Was your issue resolved during your call?

**Q: How many times have you previously called about this issue?

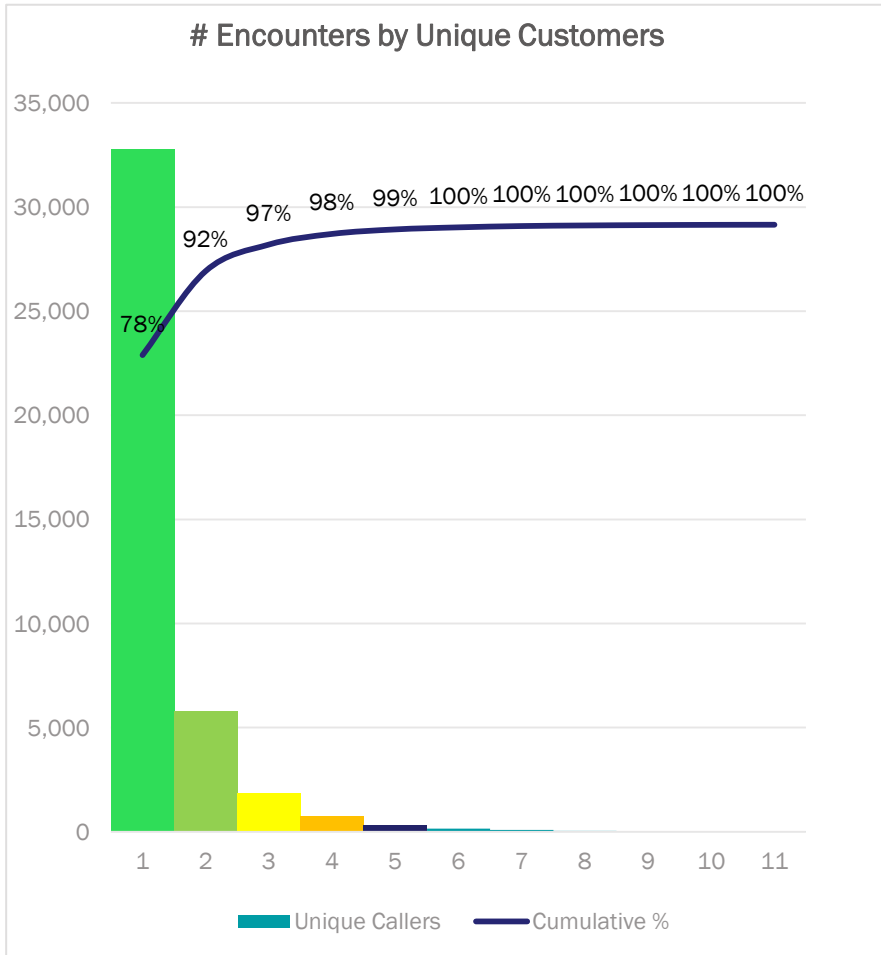
Call Types and Key Drivers (2014-2015)



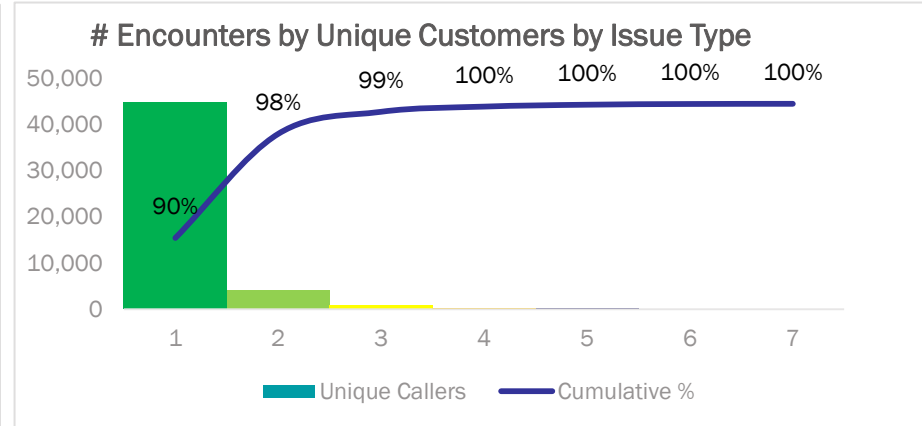
SEPTEMBER 2015

- More than 60% of the contacts relating to application and billing/payments are related to education/information
- (Better member communication and self-help material would reduce these contacts)
- Enrollment activity was higher this month due to MassHealth redeterminations
- Starting to track call types at more detailed level to detect trends and refine operational response

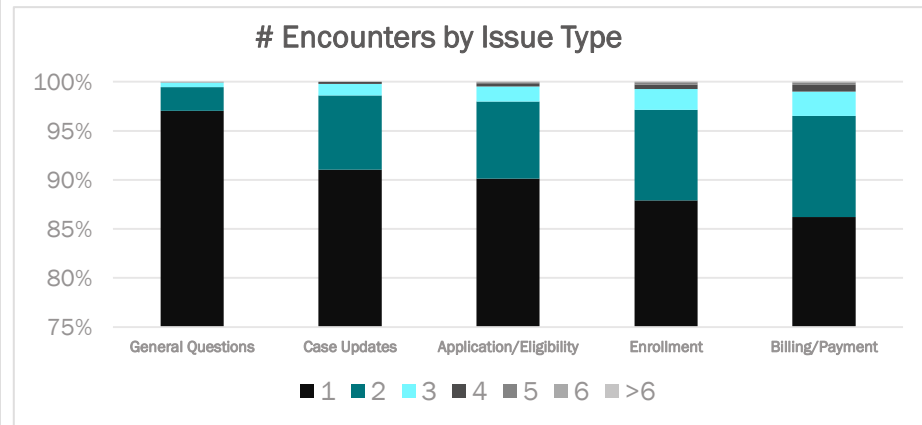
Repeat Contact Analysis



78% of the encounters recorded have a unique customer identification.



90% of the encounters were unique when the encounter reason is combined with the customer.

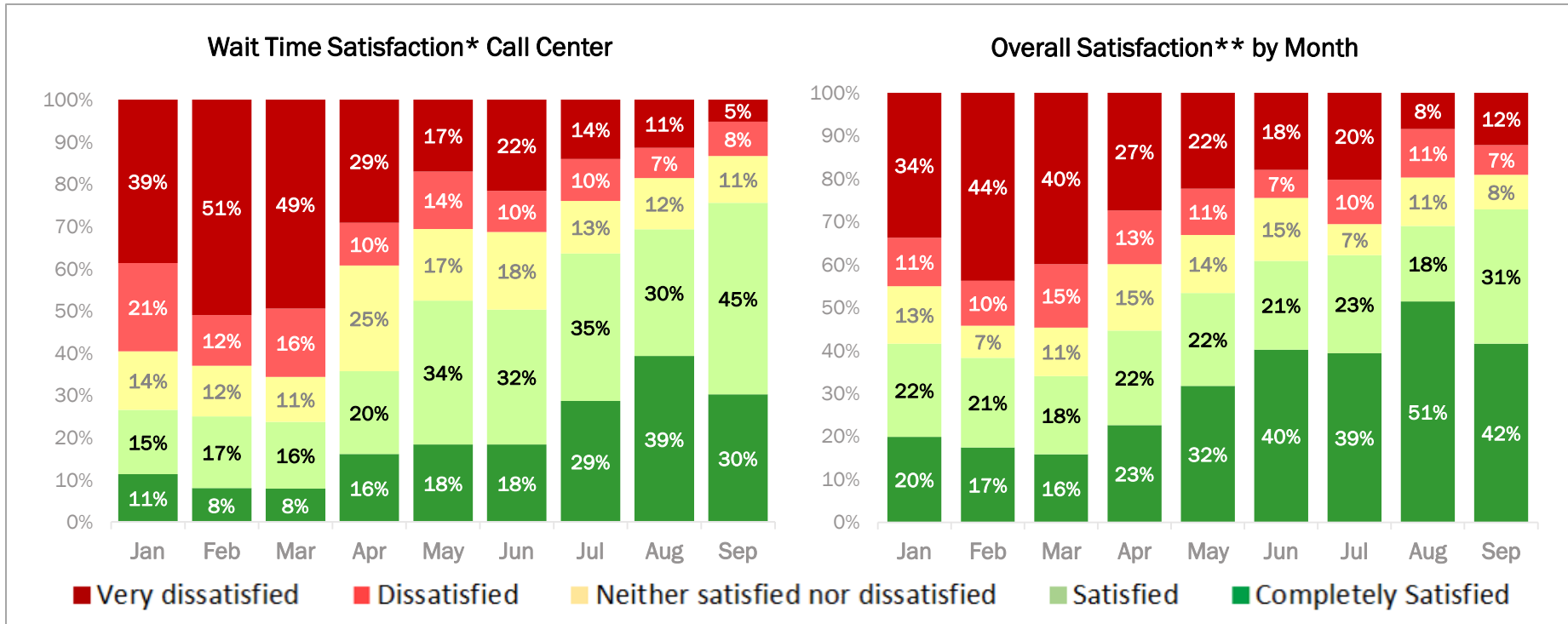


At a customer level, billing/payments is the top driver of repeat/multiple encounters.

Call Center Satisfaction Survey: Results



- Increase in wait time satisfaction by ~ 6%
- Overall satisfaction increased by ~ 3 %
- 9% reduction of completely satisfied members moving to satisfied
- Increase of 4% of very dissatisfied members



*Q: How satisfied were you with the wait time to talk to a Call Center agent?

**Q: How satisfied were you with the service provided during your call to the Call Center?

Customer Feedback: We are listening



“Have had a good experience every time she’s called. No necessary improvement”

“Keep doing what you are doing. It was awesome. If it’s not broken, don’t fix it! Lady knew what she was talking about”

“Make the system easier to navigate to find clearer, faster answers. Give customers more ability to self serve options with clearer wording”

“Member states that some people they talked to need better training but overall was satisfied”

“Has no way to speak to a supervisor when needed”

“Have agents call when paperwork is received”

“Problems with website. Problems with online payment system as well – can’t see all of her billing”

“Should not place members on hold”

“CSRs and different departments and carriers need more communication”

“Nothing gets resolved when they make a call”

Continued Improvements



- Reinstatements: scalable processing model built and in use starting mid-September
 - Efforts underway to improve member communication regarding timeline and requirements to avoid confusion/dissatisfaction
- Payment Portal: 11 enhancements to the payment portal look and feel in addition to change in handling of recurring Electronic Funds Transfers (EFT)
 - Four completed on 9/24 and the rest by 10/12