

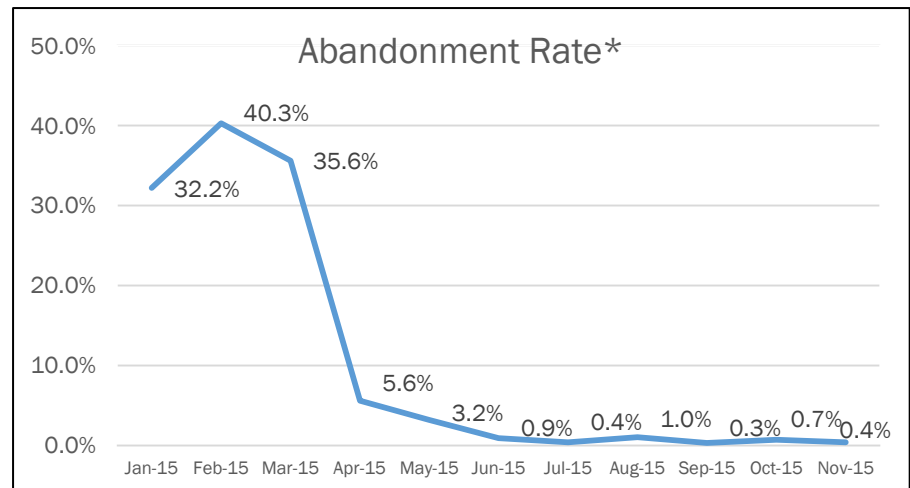
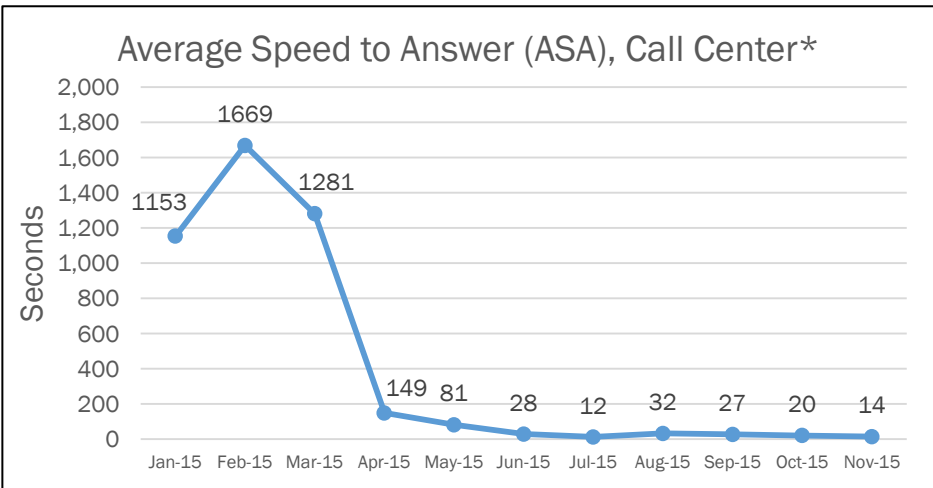
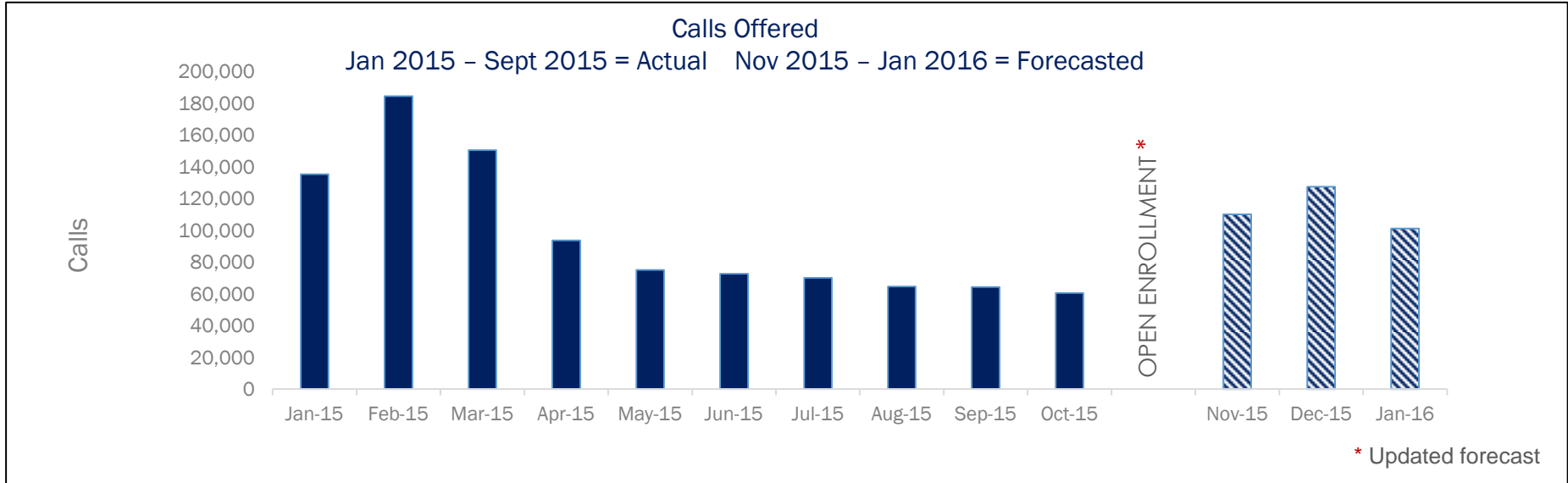


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# **Executive Director's Report: Customer Experience Update**

Board of Directors Meeting, November 12, 2015

# Service Center Performance



\*November 2015 data only represents through November 7th.

# Service Centers: Open Enrollment Preparations

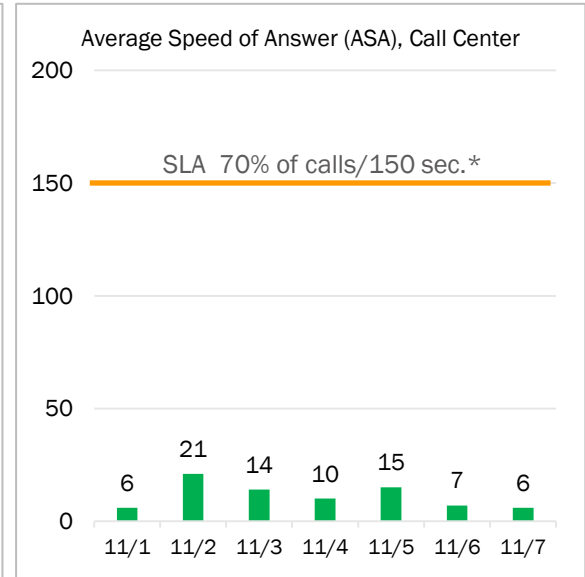
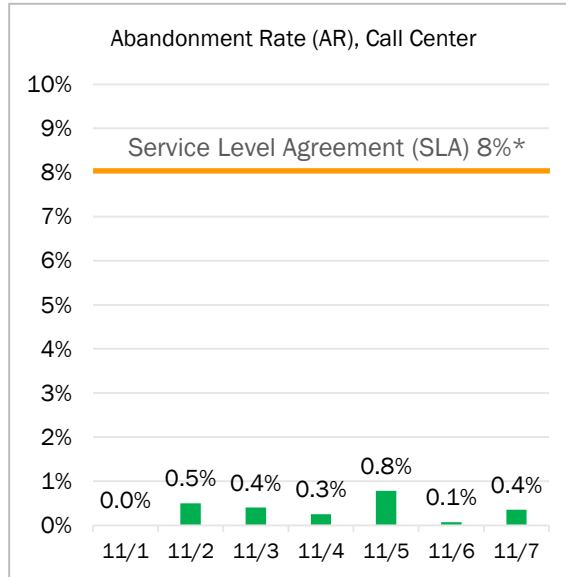
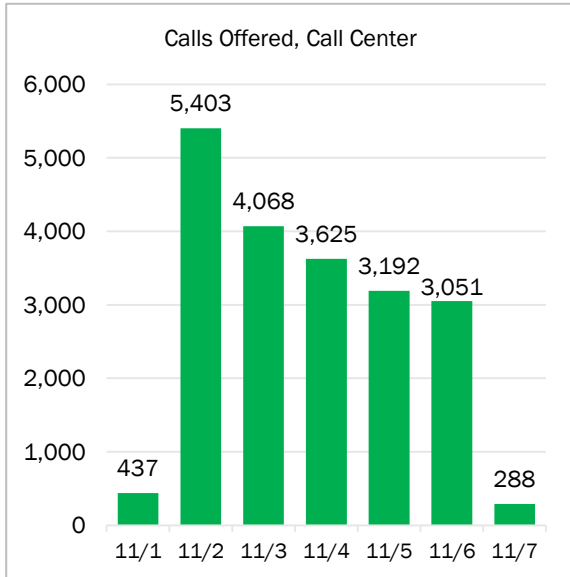


## *Service Hours Expanded by 200 hours during Open Enrollment*

	<b>2015 OE Hours</b>	<b>2016 OE Hours</b>
<b><i>Monday-Friday:</i></b>	7AM – 7PM	8AM – 9PM
<b><i>Saturday:</i></b>	9AM – 3PM	9AM – 5PM
<b><i>Sunday:</i></b>	<i>ad hoc</i>	9AM – 5PM

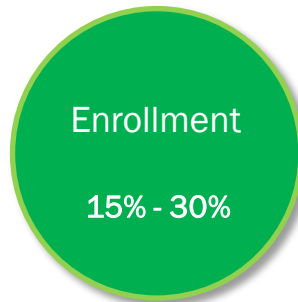
- Over 50,000 hours of training provided to Call Center and Back Office staff
- Agent Assist Desk implemented within the Call Center
- Calls spread among three call centers
- Navigator assistance service model created

# Service Centers: Open Enrollment Week One



\*SLAs based on monthly average

## TOP CALL DRIVERS



# Views of our New Walk-In Centers



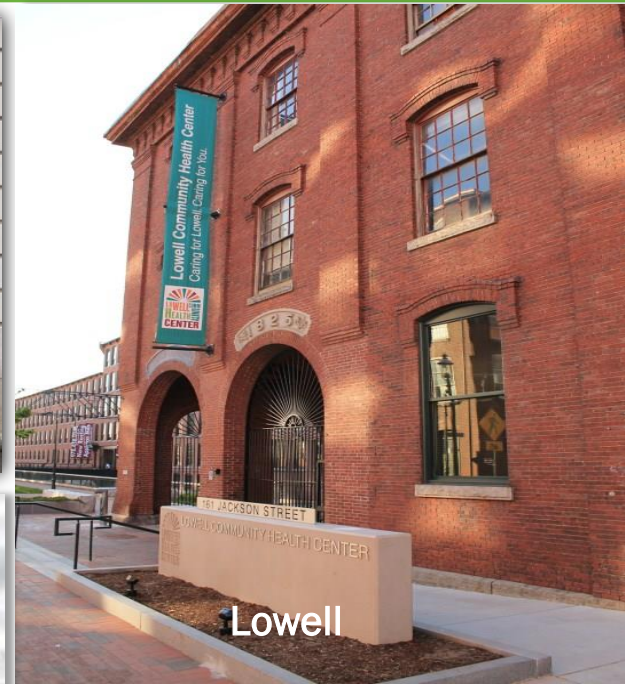
Fall River Herald News



Springfield



Fall River



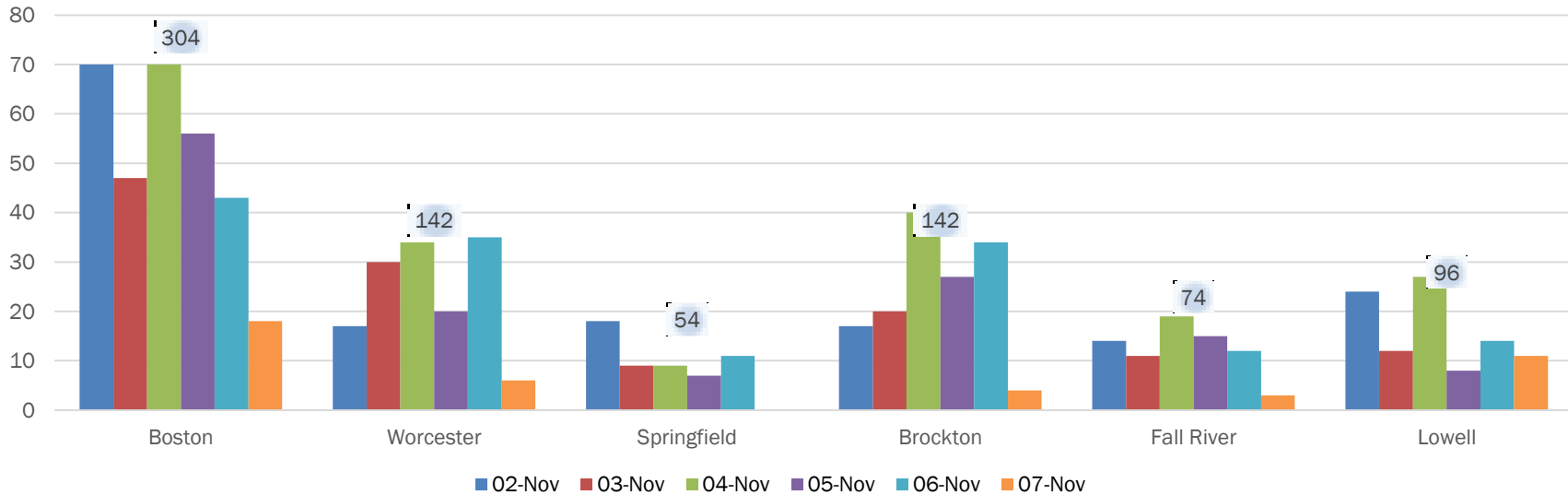
Lowell



Brockton

# Walk-In Center Performance

As of November 7, 2015, 812 members had been served in the centers

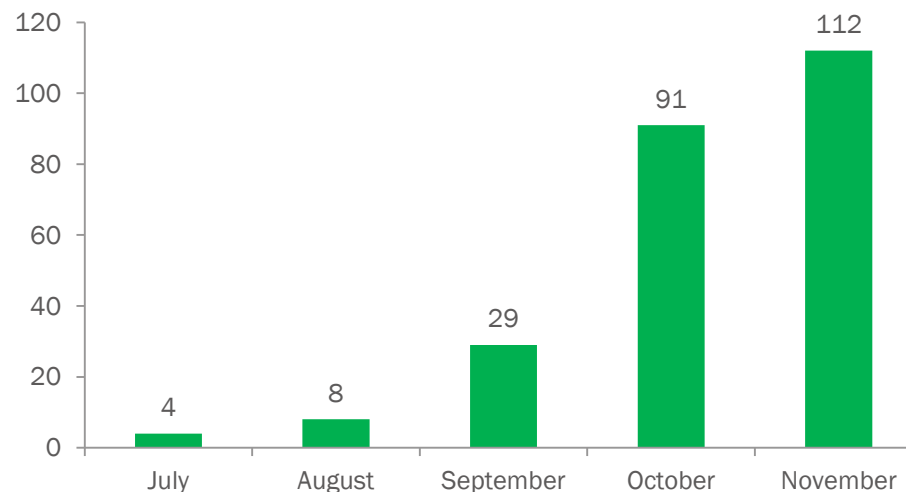


## Walk-In Reasons

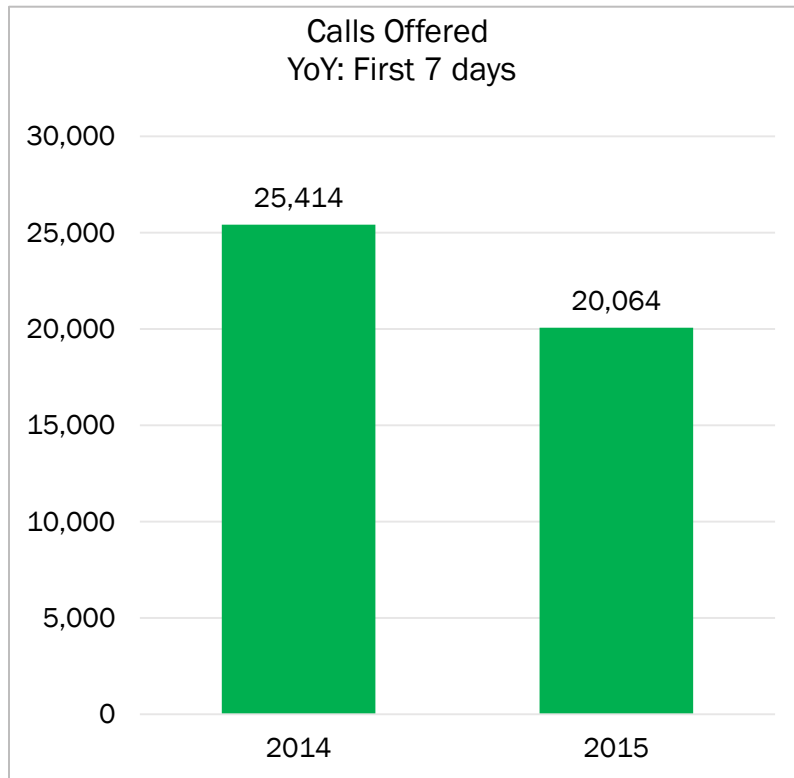
- General Inquiries: 36%
- Application/Eligibility 27%
- Enrollment 20%
- Account Change 13%
- Payment 4%

# Urgent Services and Ombudsman

- Urgent services cases resolved, year-to-date = 3,639
- Current inventory = 244
- Actions taken to reduce the inventory:
  - Developing a workflow to view case progress at every step of the process; cases are complicated and require cross-vendor and cross-team coordination which has potential to slow closure
  - Working with Process & IT colleagues to have a SWAT team to reduce both inventory and intake of cases substantially



# 2016 Open Enrollment: Week 1 Year-Over-Year Comparison

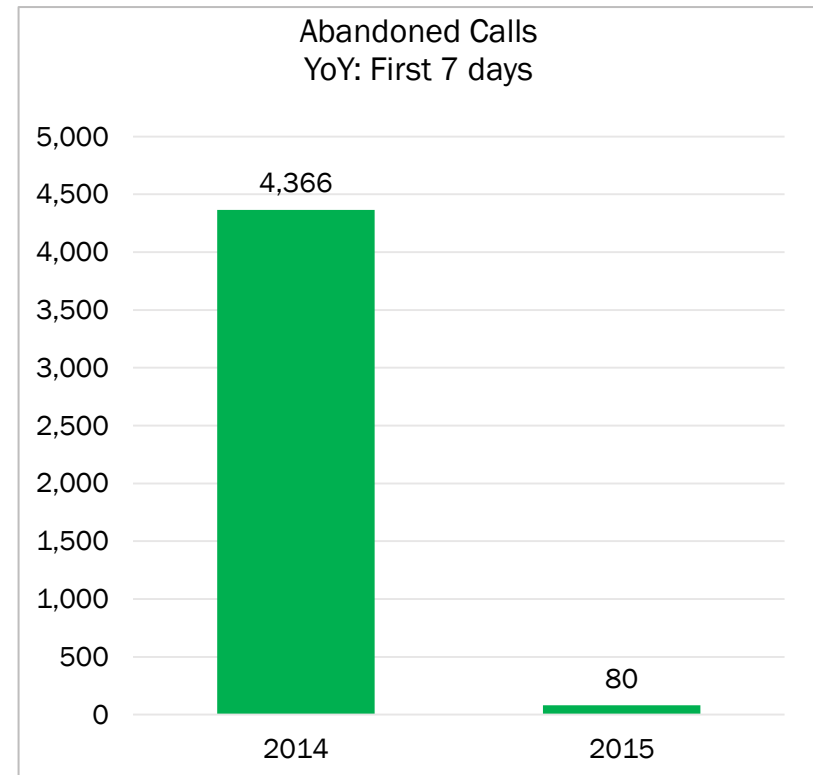


5,350 Fewer Calls Received Year-Over-Year (YoY)

Abandonment Rate Reduced YoY

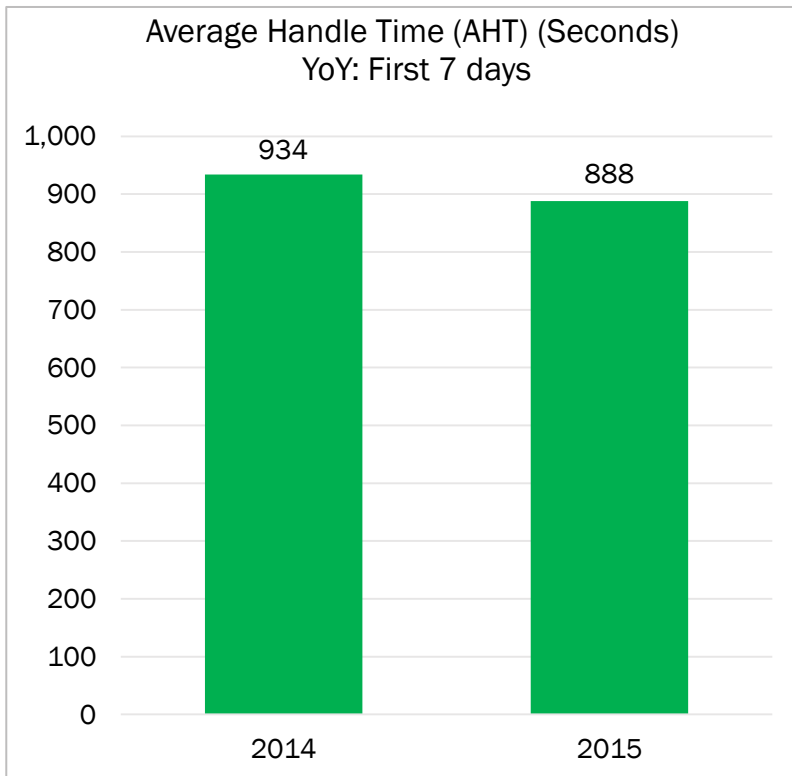
2014: 17.2%

2015: 0.4%

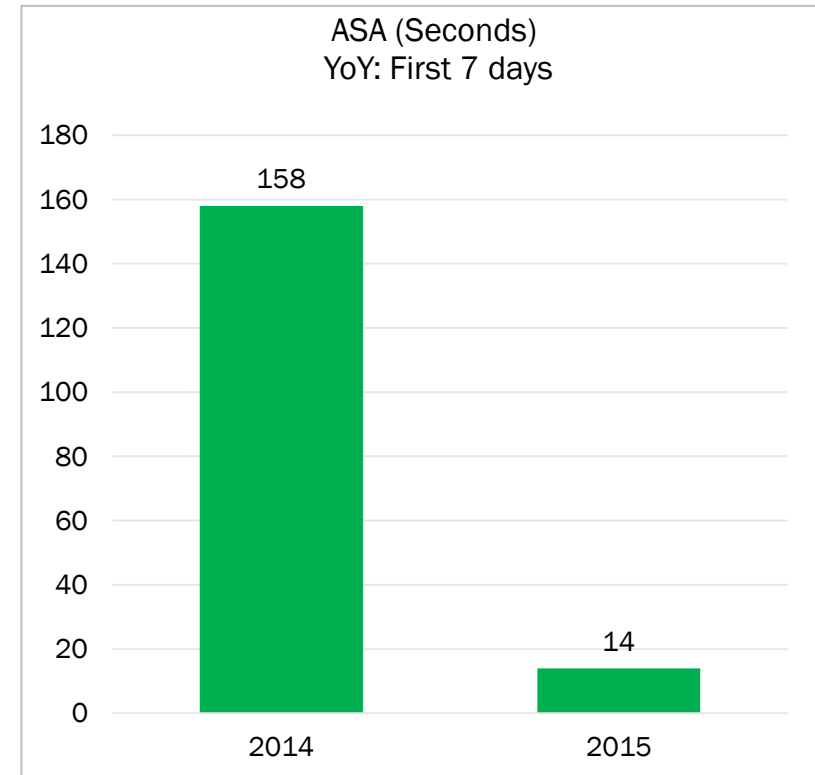




# 2016 Open Enrollment: Week 1 Year-Over-Year Comparison



AHT 48 Seconds Reduced YoY



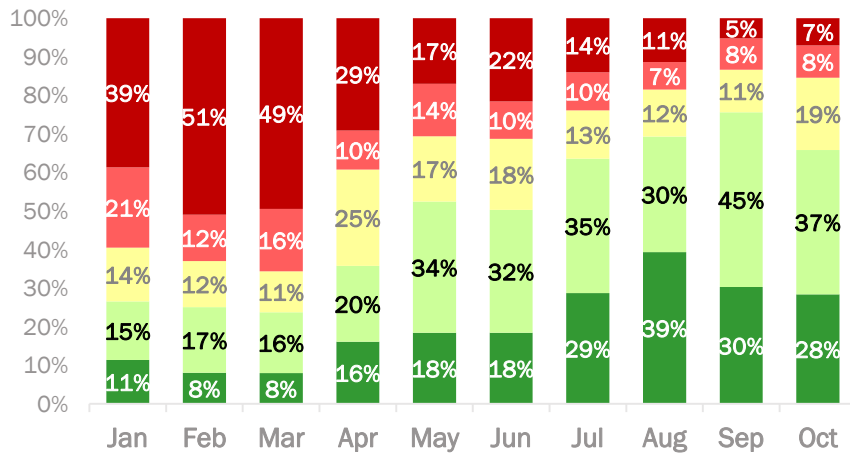
ASA 144 Seconds Reduced YoY

# Call Center Satisfaction Survey: October Results

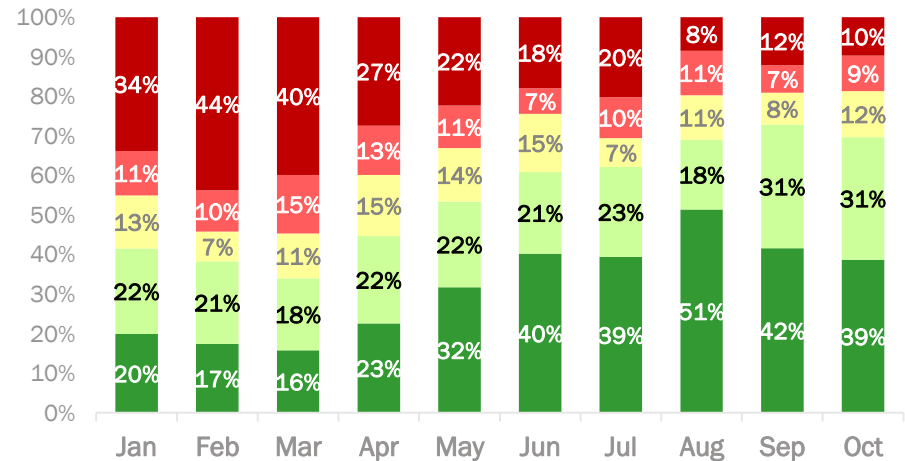


- Overall satisfaction decreased slightly
- Also slight decrease in wait time, despite low ASA

Wait Time Satisfaction\* Call Center



Overall Satisfaction\*\* by Month



■ Very dissatisfied   
 ■ Dissatisfied   
 ■ Neither satisfied nor dissatisfied   
 ■ Satisfied   
 ■ Completely Satisfied

\*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



- I am very happy with the assistance...in the past had difficulty with some runaround questions and answers that took forever to get resolved...but today was a good experience
- I found the representative very courteous, very knowledgeable and very helpful
- I was happy that I did not have to be on hold for a long time
- The representative was very good but the website does not allow me to make a lot of administrative changes that I would like to make
- The first person put me on hold and I got cut off but the second person answered all my questions perfectly and quickly
- I have been calling in for over two months to pick my dental plan and to find out if my dentist accepts and not one representative can answer my simple question
- This is the 7<sup>th</sup> call to the Health Connector in the last month...I am very upset

# New Automated Customer Satisfaction Survey Tool: Effective November 1



1. What was the primary reason for your call today?

- Helps identify customer satisfaction by issue type

2. On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with how our customer service representative resolved your issue today?

- Understand the effectiveness of the CSR in dealing with the customer and resolving the issue.

3. On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, please rate how friendly and courteous our customer service representative was today.

- Helps understand how pleasant the experience was.

4. On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the knowledge of the customer service representative you spoke with today?

- Used to improve our training and knowledge management programs.

5. On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the overall service provided to you by the Health Connector today?

- Provides a directional view on the performance of Health Connector from a customer perspective.

## Member indicates dissatisfied (selects 1, 2 or 3 for question 5)

- Thank you for your feedback. We are interested in learning more about what we can do to improve the service provided to you in the future. Please provide us with feedback by recording your message at the tone. You will have 60 seconds to record your message. Thank you.

## Member indicates satisfaction (selects 4 or 5 for question 5)

- Thank you for your feedback. We are interested in learning more about the reasons you were satisfied with your experience today so that we can continue to improve the service provided to you in the future. Please provide us with feedback by recording your message at the tone. You will have 60 seconds to record your message. Thank you.

# Continued Areas of Focus for November



- Maintain inventory levels and turnaround times
- Achieve timeliness of bill run and payment posting for November
- Complete root cause analysis of multiple calls
- Rigorous call center performance monitoring
  - Hourly & daily regarding ASA, AHT
  - Weekly adjustments to forecast