



Membership and Contact Centers

Challenge

Administrative costs for all Health insurance providers was over \$91 Billion in 2009. A large part of this cost is driven through contact centers. Less than 5% of all health insurance customers have opted out of traditional mailed information. Add to this the call center costs as members and providers seek out information.

The costs are broken down into several factors:

- Costs of FTEs manning call centers
- Postage and handling of mail

The key to reducing members demand on traditional channels is improving the efficiency and usability of member portals.

Benefits

The OpenConnect *Comprehend* solution provides actionable intelligence to quickly lower the overall costs of operations. OpenConnect *Comprehend* provides:

- Detail breakdown of call costs by service type, claim type or member type
- Detailed sessions that allow for replay of user experience to improve portal usability
- Correlated activity of members on the portal and call center, to pinpoint the services that people are struggling to find and use on the portal

The OpenConnect *Comprehend* Solution provides quantifiable results, improves claims operations immediately and has a positive ROI within one year of deployment. OpenConnect *Comprehend* allows organizations to:

- Improve portal adoption rates
- Reduce call volumes
- Reduce mail related expenses

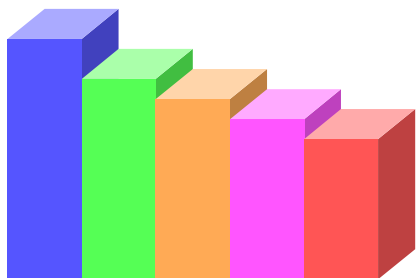
Solution

The OpenConnect *Comprehend* solution provides the detailed event-based intelligence around the complete member contact process. OpenConnect *Comprehend* provides:

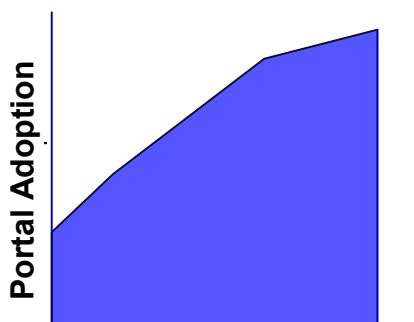
- *Comprehend* captures screen flows of customers portal experiences
- *Comprehend* Customer intelligence provides event-based analytics that tie together call center and portal experiences
- *Comprehend* Customer intelligence provides the detailed view of the customer process and experience to pinpoint specific areas of improvement



Membership and Contact Center



Call Volume



Portal Adoption

Month

Customer Challenge—Improve Portal Experience Profile

- Plan running targeted campaign to increase member adoption of portal
- Issues reported by members around portal stability and usability

Results

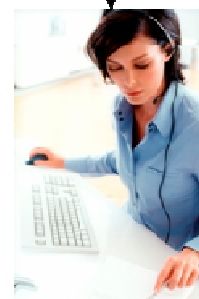
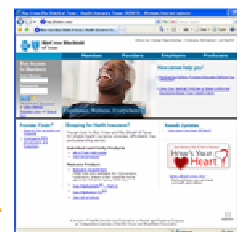
- Decreased issue resolution time from weeks to days
- Improved portal adoption by 30%
- Yielded a total annual savings of \$2 Million due to reduced mail and expense

Customer Challenge—Reduce call center activity Profile

- Plan seeing increased call volumes along with increased portal adoption
- No clear portal issues driving call center volume
- No way to tie individual portal experience with associated resulting call

Results

- Identified top portal issues driving call volume
- Improved portal decreases call volume by 10%
- Savings of \$1 Million in the first year



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