



## Healthcare

# Modernizing customer experience reduces costs

A third-party administrator delivers a better customer experience, improves agent satisfaction, and saves more than \$200,000 annually with Cognizant TriZetto QicLink Customer Service module.

## The challenge

Our client, Planned Administrators, Inc. (PAI), was operating a legacy standalone customer service (CS) application that was not integrated with its core administration system, Cognizant's TriZetto® QicLink™. QicLink contained all the detail (claims and member history, benefit plans, accumulators) that agents need to address a customer inquiry. The CS system had notes and other member information. When a member or provider called, one of PAI's 70 service representatives had to toggle out of the CS application to retrieve data from QicLink. Then they returned to the CS application to document call details. Switching between the systems slowed call resolution time, hurting agent productivity. In addition, PAI's customer service representatives found the CS app difficult to use. It did not have a modern user interface, and its overall configuration was cumbersome.

The CS application was also expensive to maintain. It required regular patches to ensure its compliance with federal and customer security standards, and PAI's IT department spent

## At a glance

### Industry

Healthcare

### Location

US

### Challenge

A legacy customer service app was expensive to maintain and prevented delivery of a modern customer experience.

### Products and Services

TriZetto® QicLink™  
Customer Service module  
training services

### Success Highlights

- Saved \$80,000 annual IT maintenance costs
- Eliminated \$138,500 annual fees
- Reduced call time by 10%

substantial time keeping the system operational. Nonetheless, the application occasionally failed completely for as long as a business day, creating significant service issues.

PAI wanted to reduce the time and costs associated with supporting the CS application while improving operational efficiency to deliver a modern customer experience and support new lines of business.

## The approach

PAI added the Cognizant TriZetto QicLink Customer Service module so it could retire its standalone service application. QicLink tech support teams assisted in the implementation of the CS module while building additional infrastructure to support PAI's new lines of dental business. After PAI made the decision to implement QicLink Customer Service, there were only about two months before the go-live date. The IT lift was minimal, mainly involving access to PAI's corporate data center and opening the application programming interface (API) between QicLink and the service module. PAI had to prepare its customer service staff to use the new module. Using QicLink consultant training services, PAI migrated from its existing solution and started processing calls, all in the short 60-day time frame.

PAI supervisors and key service representatives participated in an eight-hour train-the-trainer course led by our experts at Cognizant TriZetto. During the pandemic, Cognizant TriZetto provided training materials and CSR documentation. We created WebEx recordings with PAI that it could use to train other users. Training focused on module navigation and integration of PAI live customer service scenarios. End users quickly put their newly acquired skills into practice.

The seamless integration between the QicLink Customer Service module and the QicLink core system has greatly improved PAI service representatives' efficiency. All member data is now accessible via a single screen. The QicLink module has an intuitive, web-based look and feel that matches that of the QicLink core. Now PAI

service representatives can swiftly access data such as call history, claims data or explanation of benefits (EOB) to better serve providers, members and customers. This streamlined data access and interface allows representatives to focus more on the customer and the accuracy of the call documentation.

## Business outcomes

The integrated solution creates a single source of truth for easy reference and has resulted in a 10% reduction in call time and improved quality. The improvements also equipped PAI to handle additional call volumes without adding staff.

By retiring the standalone application and implementing QicLink Customer Service, PAI reduced the internal IT resource time allocation required for application and server support, patch management and database administration. That eliminated about \$80,000 in annual IT resource costs and approximately \$138,500 in annual fees, including licensing and maintenance.

PAI's corporate parent regularly records its customer service calls. Based on its statistics, PAI reduced call handle time by approximately one minute. This was achieved by eliminating switching between customer service and claims applications and by enabling representatives to view an EOB with just one click via QicLink's integration with a partner's payment solution. While PAI had been achieving its corporate quality standard, the QicLink Customer Service module improved its results by another percentage point.

Customers have a better experience when service representatives can retrieve their data quickly and accurately instead of spending time launching a second application. This streamlines the experience for all stakeholders.

"Being able to access so much information from a single system is great. It makes it easy to see eligibility information quickly," said Briennca, a PAI customer service agent. "My favorite thing is being able to pull EOBs without having to change systems."

**“I really like being able to see so much from the home screen. It makes it easy to see quick eligibility information, and being able to access so much information from a single system is great. Probably my favorite thing is being able to pull EOBs without having to change systems.”**

**Briennca,**  
Customer Service Agent

“It’s really nice to have everything in one place. Not having to go to multiple systems and multiple screens has certainly simplified the process.”

Jessica,  
Customer Service Agent

#### About our client

Planned Administrators, Inc. (PAI) is an industry-leading third-party administrator (TPA) providing products, services and solutions for best-in-class health benefits administration. Taking on new products and lines of business to generate flexible benefit plan opportunities is PAI’s core competency and value proposition. Headquartered in Columbia, South Carolina, PAI has a national footprint.



Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we’re improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or [@cognizant](https://twitter.com/cognizant).

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