Omni-channel services to re-define member experience

Contact centers play a crucial role in the daily operations of many companies. They are in many ways the “face” of the organization. In healthcare, contact centers have become synonymous with member experience and engagement, and as such must offer exceptional, “anytime, anywhere” services for its members, providers, brokers and other stakeholders.

Cognizant’s client, a leading healthcare payer, was struggling to meet expectations, and customer satisfaction scores were lagging behind industry peers. Their technology environment was complex, fragmented and unstable, resulting in frequent outages and high operating and maintenance costs. And they were missing opportunities to expand their business by targeting new members such as millennials who expect a reliable, consistent experience no matter when or how they choose to engage with a company.

Cognizant was engaged to help the client rationalize, consolidate and transform the company’s complex, contact center technology landscape. The goal was two-fold: 1) to improve customer service through strong, member-centric, self-service channels-of-choice, and 2) to develop a lean, scalable architecture to ensure that greater contact volumes could be accommodated with superior performance and significantly lower cost.

Contact Center Transformation for a Leading U.S. Healthcare Payer

AT A GLANCE

A leading healthcare company needed help in transforming its complex, and inefficient legacy customer contact platform. Cognizant designed member engagement roadmap and developed new digital channel options improving the member experience. Cognizant’s Business Consulting expertise and strong technical leadership helped the customer achieve desired outcomes in the areas of business strategy, process definitions and IT roadmap.

Outcomes:

• $11 million in annual savings from technology consolidation, portfolio rationalization/optimization
• $1.4 million savings in automation achieved via in house innovation, tools & accelerators
• Digital enablement for Omni channel services via Live Chat and Mobile Visual IVR
• Contact deflection rate of 7% achieved in Visual IVR in first 2 months
• 96% first-contact ticket resolution rate
• Customer satisfaction rated 4.7 out of 5
Cognizant achieved all efficiency and productivity goals. Payer members can now interact consistently across all channels, member satisfaction scores have improved dramatically, and the organization is well positioned for the future.

**Turning to a trusted transformation partner**

Cognizant was chosen for its deep understanding of the client's technology environment, and for its proven ability to drive, execute, and support an efficient, end-to-end transformation.

The client was attracted to Cognizant's comprehensive approach, which was designed to:

- Analyze organizational challenges
- Validate the solution roadmap
- Modernize the technology platform
- Automate IT operations and application support
- Employ a “future aware” thought process

Cognizant’s strong governance model engaged the client’s executive, IT and business leadership teams, producing greater transparency, visibility and thought leadership. This ensured that the engagement would be informed by realities on the ground and guided by business and organizational strategy. Cognizant’s employment of continuous learning and proactive monitoring captured insights automatically as the engagement progressed, ultimately improving quality and time to market.

**Rationalize, consolidate and modernize**

A major focus of the engagement was to consolidate and rationalize the antiquated contact center platforms into a unified customer engagement platform. Before the engagement, the platform was fragmented across more than 15 products. It had more than 60,000 toll-free phone numbers and more than 300 complex, nonstandard IVR call flows across the system.

Cognizant rationalized and consolidated the toll-free lines by 50%, simplified the technology landscape, and standardized call-routing logic across business units for a consistent customer experience. These improvements greatly improved the stability and performance of the contact center system. Outages dropped by 91% and system availability increased to 99.95%.

**Follow-the-sun managed services**

The Cognizant delivery team established a “follow the sun” managed-services model, improving service delivery and optimizing resource utilization around-the-clock across different geographies. The client leveraged Cognizant’s expertise and proprietary tools to proactively automate metrics monitoring and reporting, and alert stakeholders to any potential service disruption.

The Cognizant solution achieved 96% first-contact ticket resolution and 93% customer satisfaction. The improvements in platform maintenance and service delivery are expected to translate into a year-over-year reduction in IT operating expense of $11 million.

**Enhancing and transforming the customer experience**

The Cognizant engagement has transformed the payer’s customer experience. Interactive chat helps individuals and employees to reach out for information on benefits like nurse coach, maternity and baby care, and the company’s Future Mom program. Visual IVR gives mobile users a fresh and intuitive way to self-serve, allowing them to bypass conventional steps in a traditional call-based IVR system. As a result, average handling time has been reduced by 42% and containment rates and channel deflection rates have been increased by 20% and 7% respectively while keeping customer experience/CSAT high.

Digitizing the existing contact center and augmenting existing capabilities with new-age channels such as chat and visual IVR ensures a seamless, consistent and anytime-anywhere service experience for members. And advanced analytics and reporting gives agents deep insights to resolve calls more quickly and effectively. The result is a state-of-the-art member engagement and experience center that better serves all stakeholders and positions the company for future growth.

**Learn More**

To learn more about Cognizant, please visit www.cognizant.com/customer-relationship-management/customer-support-services.html or e-mail CIM@cognizant.com.
About Cognizant

Cognizant (NASDAQ-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 230 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.