

Automated Notification and Survey Program for a National Health Benefits Provider



Summary of Key Performance Indicators

Estimated Gross Savings:	\$750,000
Deployment Timeframe:	Two weeks from award date
Customer Goal:	Cost savings and regulatory compliance
Languages Supported:	Six

The Need

One of the nation's largest publicly traded health benefits companies was seeking a cost-effective solution to meet a government compliance issue in the State of California. The company serves approximately 35 million medical members nationwide; one of every nine Americans is a member of its affiliated health plans. Therefore, reliability, quality and scalability were essential to any solution they considered to meet this regulatory challenge.

Contact Solutions recently partnered with a multi-billion dollar, Fortune 500 Business Process Outsourcer (BPO) to meet the challenge with an outbound survey application to the Plan Members in compliance with the Language Assistance Program legislated by the State of California. Per this legislation, the customer is required to notify 2.4 million California members of their Language Assistance Program and gather demographic survey results. Previously, the customer used mass mailings for this type of communication which proved to be costly and ineffective.

The Solution

Contact Solutions and our BPO partner developed an interactive Voice Portal outbound campaign and inbound survey that was significantly less expensive than a mail campaign and produced terrific results! Here's how it works.

After verifying the format and appending correct phone numbers to the records, a call is placed to each member, with retries for busies or ring-no-answer. If an answering device or voicemail is detected, the Voice Portal describes the reason for the call and leaves a number for the member to call the inbound Voice Portal to complete the survey.

When a person answers the phone or returns the call, the following functions are performed:

- The purpose of the program is described
- The Voice Portal verifies that the correct member has been reached by checking the date of birth
- The member is offered a language preference for verbal communications, including the current Voice Portal session
- In their language of choice, the member selects a language for future mail communication from the Provider
- In their language of choice, the member is presented an optional survey of demographic profile questions
- At the completion of the campaign, all call results are uploaded to the Provider's internal member database

The Results

Less than two weeks after being awarded the contract, both applications were operational in six languages. The applications placed over 2.4 million calls in a 3 week period; reaching over 1.5 million members resulting in \$750,000 in gross savings!

This automated notification and survey solution offers a range of benefits to the customer, including:

- Cost-Savings - estimated gross savings of \$750,000 (1,500,000 @ \$.50 per mail piece)
- Efficient, Automated Process - minimizing the impact on the customer's contact center resources
- Automated Data Collection - virtually eliminating the manual processing of surveys
- Detailed Reporting - regulatory compliance simplified as a result of timely, detailed reporting