

'Immediately Positive' ROI for Health Insurance Provider

Contact Automation Meeting the Needs for Ground-breaking Program



Key Performance Indicators

- Automating thousands of Member calls per day
- MAXIMUS saving their client \$100,000 each month

Overview

Contact Solutions' on-demand contact automation helped its partner MAXIMUS handle thousands of calls each day on behalf of a state public health insurance program, resulting in a monthly savings of more than \$100,000.

The Need

MAXIMUS is a leading provider of government services. One MAXIMUS customer, a state run public health insurance program for eligible low and medium-income residents, required MAXIMUS to screen calls for four regional state-operated contact centers. These services included intelligent call routing, providing information on letters individuals have received, and delivering self-service options.

After the state initiated a major health reform initiative, its public health insurance program was inundated with more applications than it was staffed to handle. The contact centers began to receive thousands of calls each day, all of which routed to live agents. With government budgets stretched to the limit, MAXIMUS required a much more cost efficient, customer-friendly and less resource-intensive solution to process the thousands of calls it received so that it could continue to deliver superior customer service to its client.

MAXIMUS turned to its partner Contact Solutions.

The Solution

Working closely with the state's decentralized contact centers, MAXIMUS developed a pilot program in which their IVR triaged calls, starting out with just one day per week. Contact Solutions provided the IVR self-service options and call routing based on individual contact center skills sets. Leveraging Contact Solutions' Continuous Improvement Methodology, the routing application continued to grow as it gained efficiencies. The pilot at one contact center rolled out multiple contact centers statewide, routing calls based on subject area, time of day, and the caller's location. As the state client grew more comfortable, Contact Solutions added tailored self-service functions, FAQs and backend hosted database integration.

Based on the success of the call triage program, MAXIMUS transitioned over all of its IVR functionality for this call center to Contact Solutions and decommissioned its legacy premise-based IVR. The return on investment was immediately positive, to the tune of \$100,000 in savings per month for the customer.



The Results

This program has allowed MAXIMUS to automate thousands of calls each day for its clients, and provide a higher level of service to their customers.

Contact Solutions provides MAXIMUS with continuous improvement on the end-to-end contact portal solution, which MAXIMUS in turn provides to its customers.

Other benefits to MAXIMUS include:

- IVR issues quickly identified and resolved
- Better reporting capabilities
- Continuous optimization
- 24x7 system monitoring and analysis
- Ability to scale operations without increasing agents to the same degree
- Lower cost of service
- Improved caller experience
- Higher automation rate
- Reduced call time on live agent calls

According to Bruce Caswell, President and General Manager of Health Services for MAXIMUS, Inc., “Our IVR now performs a variety of important functions, handling calls that have traditionally gone to a live agent. That equates to thousands of calls per day, and over 30 agents that we did not have to hire. We can now leverage contact automation to meet our client’s needs at their pace – whether it’s a rapid start up to meet a pressing demand, or a patient, deliberative process when our client has the ability to more methodically implement change. This was a major benefit of the project – and our partner Contact Solutions brought the expertise in IVR development to make this happen.”