



Case Study

SupportPredict Bots Drive Quality, CSAT, and AHT Improvements During Annual Support Surge

Three-month pilot demonstrates multiple advantages of Bots-equipped agent care.

The Client

A managed care provider to more than six million members, our client is a Fortune 500 health insurance company whose partnership with ResultsCX extends more than 14 years. Over the course of the partnership, ResultsCX has routinely scaled the operation to meet support demands during the annual Open Enrollment Period.

The Challenge

The steep volume increases sparked annually by open enrollment require rapid staffing ramps. Regardless of agent tenure, the ability to provide simple and accurate responses is critical—especially during Open Enrollment, where new and vulnerable populations are looking for plans and options for access to care. Moreover, with increased use of self-service channels, apps, and portals, agent support covers increasingly complex questions through navigation, multiple tools, and other resources leading to longer training cycles required to reach proficiency.

An agent's first 90 days on the job are often marked by delayed responses to members' questions, long hold times, lack of confidence, and incomplete information—factors that ultimately degrade quality scores, customer satisfaction, and average handle time (AHT). With staffing ramps typically happening just in time for Open Enrollment volume increases, reducing speed to proficiency is a high priority.

The Initiative

In addition to resources for accelerating speed to proficiency for new agents, we launched a pilot program comparing use of SupportPredict Bots to traditional agent support without Bots.

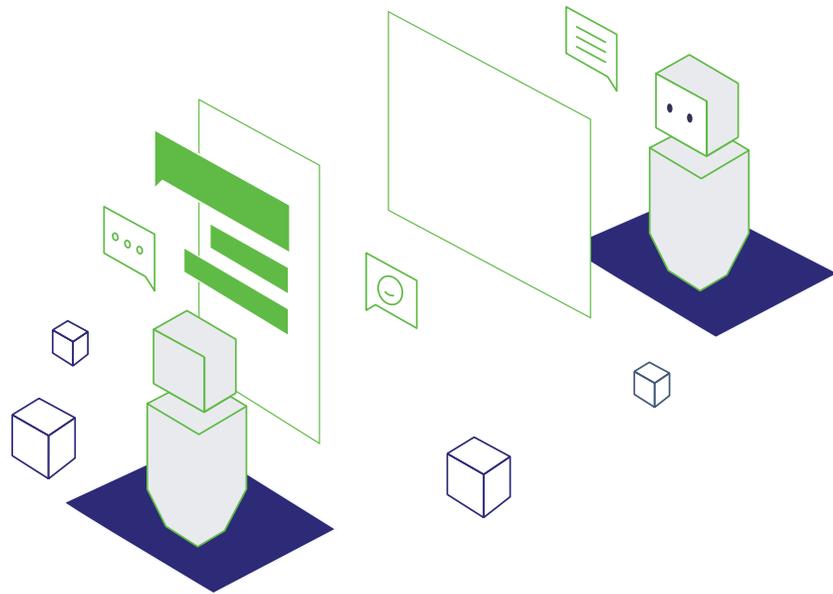
In preparation, ResultsCX gathered voice of the customer intelligence using speech analytics, quality audits, and CSAT feedback. Identifying root causes of dissatisfaction from these sources is a proven means for bringing about sustainable change.

We then employed SupportPredict Bots to streamline agent workflows and guide agents through their calls with real time, relevant, and specific information.

Hunting for answers was no longer necessary, freeing up agents to focus on building rapport with members and creating an effortless, enjoyable customer experience.

This initiative was led by a cross- functional project team of IT engineers, Account and Site Operations, Training, Quality, and Business Intelligence (BI). As training and reporting were customized to include the new Bot process, a brand champion led adoption and support. Bot utilization was tracked to ensure adoption, and the brand champion oversaw a communication campaign to ensure early and accurate use. Weekly performance reviews were held to identify and resolve any issues.

To minimize impact of external variables on the outcomes of the study, the Pilot trainees and Control group profiles matched in terms of demographics and work experience. Each group was trained and supported by the same resources, under the same work conditions (schedules, environment, location).



Quality, CSAT and AHT were target areas for improvement.

- Quality audits measured accuracy and completeness of information provided to the caller.
- CSAT was based on a post-call survey.
- AHT was used to measure efficiency; prior studies indicate that customer experience is negatively impacted by long calls, and simple responses are valued.

The Outcomes

Beginning Week 4, the Pilot group's first week being measured, it outperformed the Control group across all three metrics. Most importantly, significantly higher performance in all KPIs in Month 1 of production convinced all stakeholders that new hires posed little risk to support quality and customer experience.

Quality Increased Month over Month

Measuring for Accurate and Complete Information

In month 1, the Pilot group using Bots outscored the Control group by 15%, achieving the desired speed to proficiency.

Customer Satisfaction Continued to Increase

Measuring for Customer Experience

The Pilot group outperformed by 12% in the first month and continued to earn higher CSAT scores in months 2 and 3.

Average Handle Time (AHT) Was Shortened

Measuring for Efficiency

The Pilot group showed immediate and sustained improvement over the Control group when AHT was measured. In month 1, the Pilot group's AHT was more than a minute lower than that of the Control group.

The Pilot group continued to achieve a similar advantage in months 2 and 3 and beyond.

The Conclusion

The pilot achieved its objectives across all three metrics. Use of SupportPredict Bots reduced the number of steps and time required to resolve members' needs. The Pilot group's lower handle times were also affected by shorter Shapeafter-call work time and reduced hold times. Additionally, the information provided to members was more accurate, timely, and complete overall than that provided without the benefit of Bots.

