Case Study

Improving CSAT Complaint Reduction

Greater satisfaction

Opportunity

Continually improving CSAT and reducing customer complaints are key attributes to highly successful Customer Experience brands.

Research has found that CSAT is a significant influencer to enhanced profitability.

- A **2%** increase in customer retention has the same effect as decreasing costs by 10%

- For every customer who bothers to complain, there are 26 others who remain silent

- "Totally Satisfied" customers contribute 14 times more revenue than "Somewhat Dissatisfied" customers

Improving call processing through the proactive mitigation of customer complaints has proven to be a leading contributor to improved levels of customer satisfaction.

Solution

In response to the need to increase Member Satisfaction Ratings and decrease member complaints, ResultsCX launched a wide-ranging initiative to improve our partner's call processing.

To better understand how ResultsCX could impact the overall member and provider experience and identity factors that lead to dissatisfaction, ResultsCX looked within its own data analysis capabilities. The initiative commenced with a comprehensive root cause analysis for all member complaints including those directly related to ResultsCX's performance and the entire member base.

The approach allowed us to become more targeted in our Training and Quality initiatives and increased our ability to modify team member behaviors more rapidly. As a result, ResultsCX has been able to significantly reduce the number of complaints generated.

The second step of the initiative focused on data mining and analysis as ResultsCX analyzed how CTM data was being linked to CSAT, Grievance, and Call Monitoring QA scores. The analysis provided the ability to identify potential upstream issues so complaints could be more accurately identified and proactively mitigated before they occurred. This process also established an improved understanding of grievances and the role they play in the member and provider experience.

As a result, we have seen a drastic reduction in defects and a more consistent member and provider experience being realized across all ResultsCX team members. This lead to an improved member and provider level of satisfaction as the team's CSAT improved by 9% during this time frame. Through this ongoing process, we are able to collaborate with the partner on issues and enhancement opportunities currently outside the span of our control to drive additional improvements in other areas within the business.

Key Outcomes:

- ResultsCX implemented performance-based call routing for new members/existing members at risk

- Key complaint tracking drivers were identified and preemptively addressed

- ResultsCX launched a call back tool to mitigate CTMs caused from "no call back"

In summary, the initiative proved successful as it improved the overall call process, increased member satisfaction ratings and reduced the number of member complaints. Most importantly, it protected our partner's CMS Star Rating (a measure that was implemented by the Centers for Medicare & Medicaid Services as a means to enable Medicare beneficiaries to compare quality among Medicare Advantage Plans on the Medicare Prescription Drug Plan Finder) and, based on their Five Star Rating, qualified them for a quality bonus payment.

ResultsCX

ResultsCX has found that companies can greatly reduce customer complaints and improve CSAT through comprehensive root cause analysis, data mining and linking complaint data to CSAT, Grievance, and Call Monitoring QA Scores. A recent initiative with our partner resulted in:

9% Improvement
Led vendor network in complaint reductions and improved CSAT by 9%.

30% Reduction
30% overall reduction of caller complaints directly led to improved Star Rating.

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