

Client's challenge

A payer sought to better manage customer call center touch-points and the training and efficiency of its customer service staff. The payer felt it needed better tools and training to improve its call center employees' performance. Additionally, the payer wanted to enhance the value of the data extracted from its data warehouse to develop more meaningful reports to guide more effective management.

PricewaterhouseCoopers' Advisory solution

The payer turned to PricewaterhouseCoopers to perform a high-level assessment of its call center operations, training programs and reporting packages to identify long- and short-term opportunities for improvement.

We assembled a team that included call center performance, training, change management and data warehouse structure subject matter professionals to quickly and efficiently assess the situation and provide feedback, and established a project management office (PMO) to oversee the assessment process. In just three weeks, the team provided several "quick-hit" improvements to management and identified critical areas for additional employee training. Our team also outlined opportunities to improve how call center employees record and code the customer call outcomes. These improvements allowed the payer to extract more substantial data about customer issues and complaints, thereby improving data analysis and beginning process improvement based on customer feedback.

Since the payer was planning to upgrade of its data warehouse tool, we outlined additional functional requirements that would further increase productivity and efficiency.

In addition to these "quick-hits," we identified several long-term strategic improvement opportunities.

Impact on the client's business

Through this engagement, we identified both quick-hits that will result in significant client savings within one year and long-term strategies that will potentially result in even more substantial savings.

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