



# Washington Health Benefit Exchange

## Call Center Upgrade Discussion

Exchange Operations Committee

January 21, 2019

Beth Walter, Chief Operating Officer

# Call Center Updates

- Contract negotiations went well; contract is finalized waiting for CMS approval
- Effective date is April 1, 2019
- Technology upgrades must be completed by July 1, 2019
- New tools/technology will enhance the customer experience



# Customer Facing Technology Upgrades

- Chat will be offered as an additional contact method for our customers
- Customer satisfaction survey will be offered via phone after the call, or emailed to the customer
- Callback scheduling capabilities during busy times will allow customers to schedule a time for agents to call them back
- Interactive Voice Recording (IVR) can be automated to offer some self-service options



# Agent Facing Technology Upgrades

- Customer Relationship Manager (CRM) will offer more streamlined experience for call center agents and enhance data collection and analytic strengths for reporting
- New knowledge base will streamline access to information, ensure consistency in initiating, and closing calls, and automate call notes in a standard format
- Quality Assurance managers will have a real-time view of interactions



# Lessons from Connecticut

- Site visit to the AccessHealth CT call center
  - CT uses the CRM we will implement in July
  - Offers chat as a contact method
- Discussions with staff included lessons learned from the design and implementation of the CRM system – keep it simple in the beginning
- Chat is proving to be very effective - agents report that it is improving efficiency and making it easier to reach customers
- Chat accounts for about 10% of their daily volume





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