

INNOVATING TO EMPOWER CUSTOMERS

CASE STUDY



Blue Shield of California's (BSC) member base grew exponentially and their outdated systems couldn't keep up. They engaged PTP to conduct a strategic Customer Experience (CX) Assessment, as well as implement a modern contact center platform that included intelligent interaction routing, bilingual speech, and ongoing tuning and support services.

THE CHALLENGES BSC FACED

BSC, an independent member of the Blue Shield Association, had an increasingly expanding customer base due to government healthcare reforms. They were experiencing pressure to increase MTMs and caller avoidance rates (CAR). They also needed to update their existing technology to increase process efficiencies throughout the contact center. And at the center of it all, they wanted to align with their brand promise to *"Make health coverage easier while providing access to quality care at competitive rates."*

THE RESULTS

BSC partnered with PTP to conduct a strategic CX assessment that identified over a dozen areas of improvement. PTP's team then used the assessment to build a tangible strategy and actually implement the changes needed for meeting BSC's business goals. The results:

- Over 50% CAR increase
- An architecture that handles over 13 million calls per year
- An increase in customer satisfaction scores
- A decrease in cost per calls handled



A MODERN CONTACT CENTER SOLUTION

PTP conducted a strategic assessment that led to the development and implementation of a modern customer experience solution. The strategy involved not only the upgrade of technology, but also process improvements and training to deliver a holistic, CX-focused environment.

- **Strategic CX Assessment:** Working with a variety of stakeholders, PTP's assessment aligned business drivers with a recommended solution. The assessment involved a technology gap analysis, as well as customer insight and industry benchmarking.
- **Intelligent IVR:** Replacing BSC's legacy IVR led to improved agent efficiency, intelligent routing, a bilingual speech solution, the development of caller personas through user experience development, and an intelligent desktop with screen pop.
- **Application Optimization Tuning and Upgrade Implementation:** Ability to strategically leverage reporting, as well as training to enable staff to take advantage of the new platform's features.

ABOUT BLUE SHIELD OF CALIFORNIA

BSC, an independent member of the Blue Shield Association, is a not-for-profit health plan dedicated to providing Californians with access to high-quality healthcare at a reasonable price.



LEVEL OF REACH

5K Employees

4M Members

115K providers,
1 million + providers
across blue plans

CHALLENGES

Growing customer base due to the healthcare exchange and reform

Pressure to increase MTMs and caller avoidance rates (CAR)

Needed to innovate outdated technology to increase business process efficiency

Required alignment between CX and BSC's brand promise to "Make health coverage easier while providing access to quality care at competitive rates."

PTP'S SERVICES

Strategic CX Assessment

Legacy IVR Replacement

Intelligent Interaction Routing

Bilingual (English, Spanish) Speech Solution

IVR Caller Persona & User Experience

Application Optimization Tuning and Upgrade Implementation

"I look forward to a long and prosperous working relationship with PTP, not only because of their ability to get the job done, but because every single one of them put their heart and soul into making sure that every project, every account, doesn't just function, but is a reflection of them as individuals and something they can be proud of at the end of the day."

- JESSICA KAUFMAN - Voice Solutions, Blue Shield of California