

Improving performance of customer service function

For a Global Health Plan Service Provider

Identified parameters influencing customer's decision making

Shift focus on more critical function areas

10-15%
Improvement in operational efficiency

CLIENT CHALLENGES

- » A market research company working for a global US based health plan service provider approached Acuity Knowledge Partners to identify result oriented and objective ways to improve performance of its customer service for its members

OUR APPROACH

- » Data collection from the customers via online survey methodology by sending personal email invitations and filling feedback survey
- » Short 5 minutes interactive survey developed considering the audience and research objective using Conformat Programming Platform
- » Sample response rate monitored using email campaign report
- » Real time survey progress using online dashboard
- » Tables and dashboard across all survey questions with statistics and KPIs designed and presented to client

IMPACT DELIVERED

- » Survey findings suggested that customers' experiences with the Member Services Department influenced their feelings about the plan
- » Results also suggested that 25% focus should be on the Customer Services Department and 75% on staff retention
- » Longer employment resulted in improved operational efficiencies (gain of 10-15%) as the staff gained more expertise

About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody's Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector.

Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines.

These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

Acuity Knowledge Partners is assisted by Equistone Partners Europe, a leading private equity organisation that backs specialist growth businesses and management teams.