

Insurance Company PerformanceEdge™ Success Story

Aspect® eWorkforce Management™ Immediately Demonstrates a Positive Impact on the Contact Center.



Contact center agents are a highly valuable resource for any organization and as more businesses realize the importance of staffing and retaining the right people, these companies are turning to performance optimization solutions to enhance their agent productivity and customer interactions. One insurance company realized this and saw the value in a robust workforce management solution to help them manage their agent workforce and gain valuable insight into their overall performance.

Health Plan Provider Continues to Grow

A non-profit health plan provider, based in California, offers resources for consumers seeking medical and dental health plan information. With more than 3.3 million members, the company brings in nearly \$8 million in annual revenue.

The corporation operates two large contact centers with more than 350 agents managing both customer service and collections, supporting HMO and PPO health plan services. The company also has five smaller outlying contact centers with specialized skills for more specific, customer-focused issues, such as medical, insurance, payment, etc., employing more than 150 agents.

However, having a large, dispersed contact center workforce, the health plan provider encountered challenges in managing the agents' schedules and activities. The company was required to officially track and manage paid time off (PTO) requests for the agents according to state laws, which had strict guidelines for overtime work weeks. This task proved to be daunting for a multisite, multiskilled workforce because the corporation did not have internal workforce reporting capabilities.

The company recognized that an advanced workforce management solution could help a contact center monitor agent activities and empower a large staff to manage their own work schedules, all while complying with stringent government legislation.

After analyzing the number of challenges they needed to address based on the stringent government requirements, as well as other performance-related issues, the company searched for a solution that could not only provide the reporting capabilities required to demonstrate compliance, but also wanted to enable the contact center to set adherence and availability goals for the agents. In addition, the health plan provider also wanted an application that could help improve the contact center's service levels.

Helping the Contact Center Reach Its Potential

To address the challenges presented, the organization evaluated several vendors before selecting the workforce management capabilities of PerformanceEdge. Aspect® eWorkforce Management™ optimizes contact center workforce performance with its core functionality that accurately forecasts contact data, creates efficient agent schedules and tracks staffing performance for single, multiskilled, multichannel, and multisite contact centers. As an industry-leading workforce management solution, Aspect eWorkforce Management immediately made a positive impact on the contact center. Most importantly, schedule planning went from unstructured to a more controlled, fixed approach to scheduling.

To further enhance the scheduling capabilities in the contact center, the company also implemented the Aspect eWorkforce Management- Schedule enhancement module. The Schedule enhancement module allowed them to manage paid time off, which enables the agents to input changes to their own PTO within the system, simplifying the reporting process and ensuring the data was more accurate.

Seeing the Results

Since implementation, PerformanceEdge has made a very positive impact on the company's adherence levels. The initial adherence and availability scores were improved to 75 to 80 percent, up 15 percent prior to the implementation. With these scores and data, the company was able to tie performance metrics to schedule adherence. This continuous analysis of agent behavior enabled them to fine-tune performance and improve service levels.

Agents have been able to see their own stats and monitor their availability and call handling activity. Coupled with the ability to bid for PTO schedules and create their own schedules, job satisfaction has improved for the agents. The contact center was also able to focus more on handle times and phone usage because agents were able to alter their schedules on their own time. Post-implementation, the agents consistently met or exceeded 93 percent adherence goals.

According to the senior business analyst at the organization, "Aspect Software went above and beyond our expectations for customer support. The support staff spent a lot of time with our agents, ensuring that we had the internal competence to troubleshoot and fully understand PerformanceEdge and Aspect eWorkforce Management. Aspect support provided top-notch, quick and efficient answers to our questions on a 24-hour basis and that is something no other vendor could offer."

About PerformanceEdge™

PerformanceEdge combines workforce management, recording and quality management, performance management, campaign management, and coaching and eLearning to enable organizations to holistically respond to changing business conditions. The PerformanceEdge applications dynamically interoperate to help contact center managers consider everything and act immediately. Inbound, outbound and blended contact centers can now more easily control costs, enhance service levels, align performance with strategic goals, and extend those benefits into the enterprise. For more information, visit www.performanceedgesuite.com.

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