

Health Insurance Call Center: Reduce Call Transfers to Improve Service to Health Care Providers



Amerigroup, a wholly owned subsidiary of WellPoint, Inc., is an insurance company in Virginia Beach, Va., focused on meeting the health care needs of financially vulnerable people enrolled in public programs. The National Customer Care call center has a Provider Service Unit that handles providers' claim inquires and provides first call resolution for 10 different states or markets.

Problem: Unacceptable rate of call transfers to the Provider Service Unit

Constraints: Phone system fix was out-of-scope

Analysis: System approach to examine all factors

Findings:

- Assumptions existed that calls were unique to each market and required other associates' expertise
- Associates assigned to out-of-area queue were not trained to handle all calls and were expected to transfer calls to other associates
- Out-of-area queue had the highest transfer rate

Determination: With training and tools, associates could handle calls from all markets

Intervention:

- Assigned experienced associates to take calls from providers
- Created and provided tool to enable associates to answer questions from all markets
- Trained additional associates to answer questions from all markets

Result:

- Reduced out-of-area call transfer rate by 71 percent
- Reduced overall call transfer rate by 54 percent

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