

Ulysses Learning and BCBSA Clients Share Impressive FCR Results and Best Practices at National Meeting on Service Improvement

September 26, 2016. New York, NY. Last week Ulysses Learning executives participated in the Blue Cross Blue Shield Association (BCBSA) 2016 Collaboration for Service Improvement (CSI) meeting at BCBSA headquarters in Chicago, Illinois. Ulysses Learning's Dina Vance, Senior Vice President, and Susan Meyer, Vice President, interviewed a panel of BCBSA Plan leadership, with a focused discussion on First Call Resolution (FCR) best practices.

"It is an honor for us to facilitate at this national meeting," comments Dina Vance from Ulysses Learning. "To hear our clients share stories of how they maintain and even *improve* FCR during times of unprecedented change in the call center industry is absolutely inspiring."

Ulysses Learning began working with the Blue Cross Blue Shield Association in 2000 and today works with 19 of the federation's 36 separate United States health insurance organizations and companies which provide health insurance to more than 106 million Americans.

Vance adds "It is a humbling experience to hear BCBSA Plan executives talk about their experience working with Ulysses and the role our team has played in collaborating with them to create a culture of service and coaching excellence. A culture where, each day, patients and representatives feel respected and taken care of and business results are achieved."

"The implementation of the **ServiceMentor** simulation-based online training is the first step to creating positive and ongoing performance results," notes Susan Meyer, Ulysses Learning Vice President who leads the company's Client Services Team and oversees the BCBSA Plan project implementations. "The BCBSA Plan executives with whom we work really embrace best practices that reinforce and extend the benefits of the training beyond this first step to transform their culture through quality-focused coaching."

Ulysses Learning's coaching methodology has captured positive feedback from executives around the world representing such diverse industries as healthcare, energy, and telecommunications. "I think the coaching insights BCBSA Plan leadership shared at the national meeting are universal," Vance observes.

"Specifically, they reinforced the importance of not only monitoring calls, but really taking the time to train those responsible for monitoring so they feel confident and comfortable providing coaching feedback. They also spoke to the need to provide a consistent coaching process throughout the contact center which includes training the coach on how to choose the most pivotal or crucial behavior on which

to focus and training the whole team – both reps and coaches – on how to participate in an honest, two-way coaching conversation that leaves everyone feeling respected, cared for and informed.”

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UlyssesLearning was founded in 1995 as a joint venture with Northwestern University’s Learning Sciences department and continues to bring clients new, innovative enhancements to its industry-leading training. Contact centers achieve profound business results, ahead of schedule, with Ulysses Learning’s artful blend of patented simulation-based e-learning, facilitated exercises, coaching and tools, that *redefine* the way customers are cared for and *transform* customer service, sales and coaching cultures. **Ulysses has the only training proven to build emotional intelligence or “EQ” so that *Judgment@Work*[™] can be confidently, consistently, and expertly applied on every call.**

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