

## BlueCross BlueShield of Tennessee

Redefining the way members are being taken care of improves overall member and employee satisfaction.

### The Challenge

Founded in 1945, BlueCross BlueShield of Tennessee is the state's largest health benefit plan company with more than 5,000 employees and more than 2.3 million members. BlueCross BlueShield of Tennessee wanted to redefine the way the organization took care of their members – and to give their employees the skills to do

so. In order to do this, BlueCross BlueShield of Tennessee leaders knew they needed to change their call center's old approach. Rather than simply answer the members' questions, the reps needed to learn how to take care of the members.

**“The skills provided to our consumer advisors by Ulysses Learning are invaluable! *The Call Strategy*™ teaches the staff how to be member-centric and how to focus on member education. There is enthusiasm and excitement from the staff for having a call strategy that empowers them to be in control of each call. My advice to anyone considering Ulysses is to not wait, start now!”**

**– Jane Havens, Director of Operations, Member Benefits Administration,  
BlueCross BlueShield of Tennessee**

### The Solution

To help their employees define the way they help members, BlueCross BlueShield of Tennessee's call center management reached out to Ulysses Learning. The team began by rolling out a pilot program in Member Benefits Administration, spearheaded by Jane Havens, Director of Operations.

“Within a month of employees being trained, we realized we needed to roll it out throughout the whole organization. Even though we didn't yet have results from our members, the courage, confidence and worth it gave our employees was worth a million dollars by itself,” said Havens.

The Ulysses Learning and BlueCross BlueShield team then launched the program throughout the other divisions.

“There were so many positive comments from employees who felt like the training was the greatest gift they were given,” added Havens.

To reinforce the training and ensure the reps continued to develop their skills, the team implemented a coaching program.

“Now each rep receives a coaching touch-point twice a week from their supervisor or someone on the technical team,” said Chris Levan II, Blue Cross BlueShield of Tennessee Master Coach.

“Levan is working with our coaches on a regular basis to incorporate coaching into their routine. Coaching is absolutely critical to get employees to adopt a new approach,” said Havens.

**“In looking at the big picture, the program has resulted in the reps feeling more confident while taking calls and learning different skills to take control of their calls. I’ve also seen more confidence in the caller, which results in fewer supervisor call backs.”**

**- Joyce Dean, Supervisor, FEP Customer Service CH3.3  
BlueCross BlueShield of Tennessee**

## Results

- The organization saw a major improvement in customer satisfaction scores for out-of-state members, which was directly tied to the Ulysses Learning training, since this business segment was in the original pilot group.
- First Call Resolution scores have improved steadily since the training began.
- Employee satisfaction is up throughout the call center.
- Escalated supervisor calls in the FEP2 (Federal Employee Program Team 2) division decreased from 38 to 4.

Since 1995, Ulysses Learning has helped organizations of all sizes improve their customer service, sales and coaching performance. Using online, role playing simulations, Ulysses helps build decision making and advanced interaction skills in contact centers and at all points of customer interaction through the organization. We spent four years in research and development to create the validated content and proven methods to help companies effectively train their frontline, engage their leaders and ultimately boost their customer base.

Our simulations deal directly with the different types of emotions and challenges that customer service agents face today.

**For more information on how Ulysses Learning can help your contact centers and frontline leadership thrive, call 800.662.4066, e-mail [info@ulysseslearning.com](mailto:info@ulysseslearning.com) or visit [www.ulysseslearning.com](http://www.ulysseslearning.com)**