

## Improve member conversations in your call center

Better trained agents lead to higher member satisfaction and improved first call resolution

*According to a 2010 Contact Center Satisfaction survey by CFI Group North America, two overarching factors that affect satisfaction with a call center experience are the process the member goes through to handle his or her inquiry and the agent who handles the call.*

From the changes related to healthcare reform and regulatory issues such as HIPAA, health insurance organizations and their call centers face numerous challenges to keep their frontline agents informed and their members satisfied. In order for insurance organizations to thrive, they need to ensure their agents are savvy, member focused, proactive and well versed in the latest insurance related changes and regulations.

Ulysses Learning's contact center-specific training, coaching and leadership performance development continues to help health insurance companies increase their members' satisfaction, increase first call resolution and enhance their overall experience.

With Ulysses Learning's contact center training, insurance companies can give their agents strategies to become more proactive, effective and efficient. With our proven

training, other health insurance organizations have been able to:

- Increase FCR by 15%
- Increase member satisfaction by 15%
- Decrease call backs by 25%
- Improve average handle time up to 10 seconds or more
- Improve average quality monitoring scores up to 30%

In addition to training for frontline agents, Ulysses also focuses on developing an organization's leadership and executive team to ensure long-term, sustainable results. Coaching is crucial to helping agents understand and reinforce key training messages while leadership development enables upper management to become better leaders, equipped to handle the changes taking place in the health insurance marketplace.

**“Overall, members with higher levels of understanding tend to be more loyal and are better advocates for the health plan. However, only four in 10 members say they fully understand their plans.”**

**- Source: J.D. Power and Associates  
2010 Member Health Insurance Plan Study<sup>SM</sup>**

### Specialized solutions for the health insurance industry

Ulysses Learning's proven solutions have been validated through extensive research, client results and ongoing analysis and refinement to ensure they work. They contain a mix of training methodologies, including simulation based e-Learning to develop complex customer service, sales, coaching and leadership skills.

Our solutions include:

- **ServiceMentor** – Elevate your front line's conversation skills resulting in improved efficiency and effectiveness.
- **SalesMentor** – Increase profits by developing your reps' natural selling skills.
- **ServiceMentor Service to Sales** – Show your reps how to better resolve service issues and uncover new sales opportunities.
- **CoachingMentor** – Meet your organization's objectives through just-in-time, focused feedback coaching.
- **Performance Leadership Series** – Give your management the skills they need to be successful leaders in the contact center through change management, strategic thinking, clear communication, team building and effective meeting/planning.

For more than 14 years, 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 front line, engage their leaders and ultimately boost their customer base.

Our simulations deal directly with the different type of emotions and challenges that agents in health insurance contact centers face today.

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