

## A leading medical cost management provider applies its patient-centered approach to customer service

*A veteran call center leader engages Ulysses Learning at MedSolutions, resulting in improved efficiency and more consistent customer service*

### The Challenge

MedSolutions has always prided itself on positive customer satisfaction scores. However, the organization's contact center hoped to raise scores even higher by implementing a more structured process that would enable agents to manage customer issues more consistently. MedSolutions' Executive Vice President of Operations, Roger Cheek, identified targeted areas where the process could be improved. Notably, he felt that a stronger coaching culture and a quality-monitoring program would help agents receive the feedback they needed to improve both their own personal performance and the center's effectiveness.

"When I got here, the call center operated as 'call answered, question asked, question answered, next.' While our call center operators were clearly very dedicated to doing their jobs well, we didn't have the procedures and support in place to help them truly excel and to ensure consistent service across the board. There was a clear opportunity for improvement," said Roger Cheek.

Having worked with Ulysses Learning in his previous position at Prime Therapeutics, Cheek knew that Ulysses could help MedSolutions enhance the way its call center operated.

**"When I arrived at MedSolutions, there wasn't a lot of structure or rhythm to the call process, which is what Ulysses Learning delivers. Ulysses offers a prescriptive, sustainable, repeatable way to handle customer inquiries. When you stick to the script, you become more efficient, more patient-centered and focused and get a better product at the end of the day."**

**– Roger Cheek, Executive Vice President of Operations, MedSolutions**

### The Solution

Ulysses Learning created a customized training program for MedSolutions' call center organization to help agents learn key strategies to manage their calls more effectively and efficiently, resulting in true customer centricity. The agents used a blended learning solution that included simulation-based role playing, which enabled them to reinforce and practice these skills in a safe place, away from customers. As a result, representatives felt more in control of the calls, displayed empathy, took ownership and increased their first call resolution.

Next, the Ulysses Learning team used CoachingMentor to strengthen MedSolutions' coaching program, which included a Master Coach certification program. MedSolutions' coaches learned how to maximize their effectiveness by providing feedback that was focused, just-in-time and in smaller segments. They also certified key individuals in the organization as Master Coaches to sustain the new learnings over time.

"The way you effect change is through coaching. You have to change behaviors and make clear what you

expect. CoachingMentor and the Master Coach Certification program are game changers, in my opinion," said Cheek. "Ulysses Learning's structure, quality of curriculum design and content are exceptional."

Ulysses Learning then took a look at MedSolutions' quality program and made the quality team an equal partner in the call center's learning process.

"I'm a firm believer in our triad, which consists of two team leads and one quality coach. Together, they all are calibrating together and taking responsibility for their particular agents. They are all on the same page on how calls should be scored and what feedback should be given to the agents," said Cheek.

To further ensure this program was a success, Cheek had a dedicated MedSolutions project manager collaborate with Ulysses Learning and the call center organization. "The program was well received," added Cheek.

## Results

- A reduction in Average Handle Time (AHT)
- A two point increase in First Call Resolution (FCR)
- Cost savings through operational efficiencies

The decrease in AHT and increase in FCR directly saves MedSolutions money by taking unnecessary calls out of the mix and reducing the number of agents needed to answer calls.

“By increasing FCR, we will be able to take on many more customer calls each day, helping to grow our business. Right now, we average about 2.5 calls per phone case, and I’d like that to go down to 1.5 or even 1.2,” said Cheek.

What’s more, this increased quality and efficiency leads to better outcomes for the over 27 million patients MedSolutions serves, which is the ultimate goal.

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 type of emotions and challenges that customer service agents face today.

**For more information how Ulysses Learning can help your 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)**