

## Increasing FCR through an Improved Quality Process

Premera Blue Cross is a member of a family of companies in the Pacific Northwest that provide comprehensive healthcare coverage, benefit services and related products to over 1.7 million people, from individuals to Fortune 100 companies.

### The Challenge

Over the past several years, Premera Blue Cross had dramatically improved its First Call Resolution (FCR) by implementing **ServiceMentor**® and **CoachingMentor**® from Ulysses Learning. In fact, SQM measured Premera’s FCR at 77%, well above the Blues’ national average. However, Premera wasn’t content to accept status quo and believed it could further improve FCR. It wanted to make sure its frontline associates were receiving on-

target, frequent feedback on how they could improve FCR and that the internal coaches were staying true to the CoachingMentor process. To do so, Terry Koubele, Director of Customer Service Operations and Brandi Smith, Master Coach, decided to use Ulysses Learning’s **QualityMentor** to ensure its call center was consistently utilizing the training it received – and to further improve FCR.

**“With *QualityMentor*, we partnered with Ulysses Learning to quality monitor our associates. Ulysses Learning’s Quality Team of expert Master Coaches listened to our calls through our monitoring system and provided direct focused feedback to the associates. In turn, the associates could take the feedback and immediately apply it to their conversations to improve the member experience”**  
– Terry Koubele, Director of Customer Service Operations

### The Solution

Ulysses Learning’s Quality Team began working with Premera on the **QualityMentor** process. They began by listening to more than 1,800 pre-recorded calls from 350 call center associates and calibrated them against the eight ServiceMentor strategies. The team listened to see if the associate had achieved First Call Resolution. If they had accomplished FCR, the team noted what behavior helped the them do so. If not, the team listed what pivotal behavior the associate had missed.

Then, the Ulysses Learning Quality Team wrote constructive feedback for each associate and their coach about the behaviors that needed improvement, providing ways that the associate could directly impact FCR and improve the overall member experience.

“The **QualityMentor** program really found the inconsistencies in the service we were providing,” said Koubele. “This also helped our coaches and quality team improve the way they delivered feedback and helped them better follow the ServiceMentor and CoachingMentor process more effectively to drive performance.”

“**QualityMentor** helps us monitor all the pieces we’re trying to coordinate between ServiceMentor, CoachingMentor and the overall philosophy of *Judgment@Work*™. It’s enabling us to pull all of them together to work as effectively as they can,” added Koubele.

### Results

Premera’s FCR rose to 80% as measured by SQM, one of the highest in the Blues system.

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)

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.