

Customer Contact Center

What HCPF is Doing to Improve the Customer Experience

Presented by: Christine Comer

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Department of Health Care
Policy & Financing

Our Mission

Improving health care access and outcomes for the **people** we serve while demonstrating sound stewardship of financial **resources**



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Objectives

- **Overview** of the Current Operations
 - Call Volumes and Staffing Challenges
 - Opening Avenues for Contact
- **Leveraging** of Technology
 - Customer Relationship Management (CRM)
 - Interactive Voice Response (IVR)
 - PEAK Chat and On-line Forms
- **Vision** for the Future
 - Budget/Staff Request

Purpose Statement

*The **purpose** of the Medicaid Customer Contact Center is to **effectively assist** you by providing **clear, concise, and accurate information, every time.***

- *We do this by serving as a resource and the public facing point of contact for the Department.*
- *We are the voice of the customer, both internal and external.*
- *We assist with the navigation of complex health systems by providing direction and guidance to expertly address your inquiry with compassion and understanding.*



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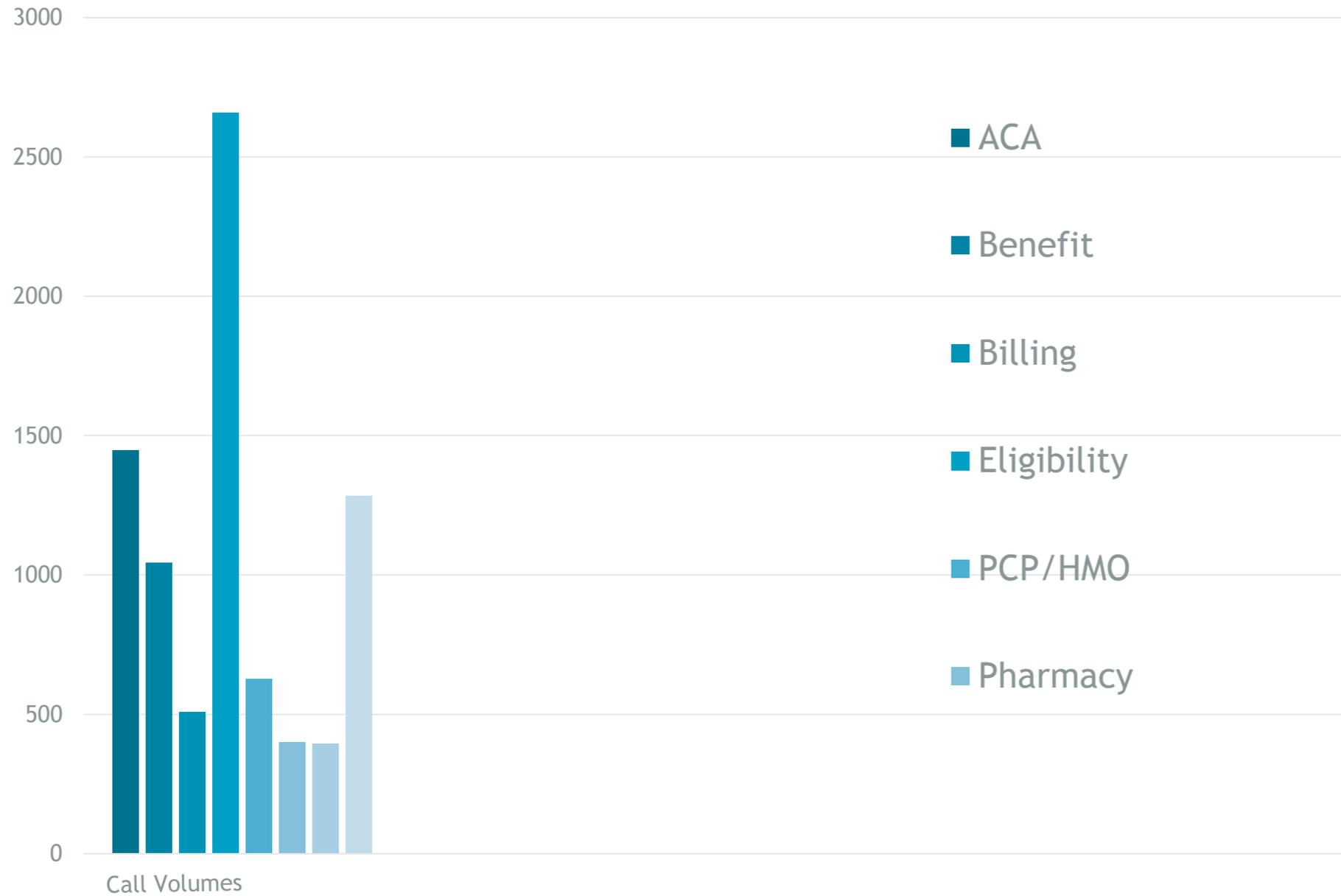
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Current Operations

April 2015 Call Metrics

➤ Calls to Medicaid CCC	- 60,440
➤ Calls to Agent	- 21,349
➤ Calls Answered	- 13,548
➤ Abandonment Rate	- 36.5%
➤ Average Wait Time	- 9:19
➤ Average Talk Time	- 8:21
➤ PEAK Chat	- 445
➤ PEAK On-line Request	- 2,036

Call Volumes by Type



System Definitions



Customer Relationship Management System (CRM)

Allows for tracking of customer interactions with the agent



Interactive Voice Response System (IVR)

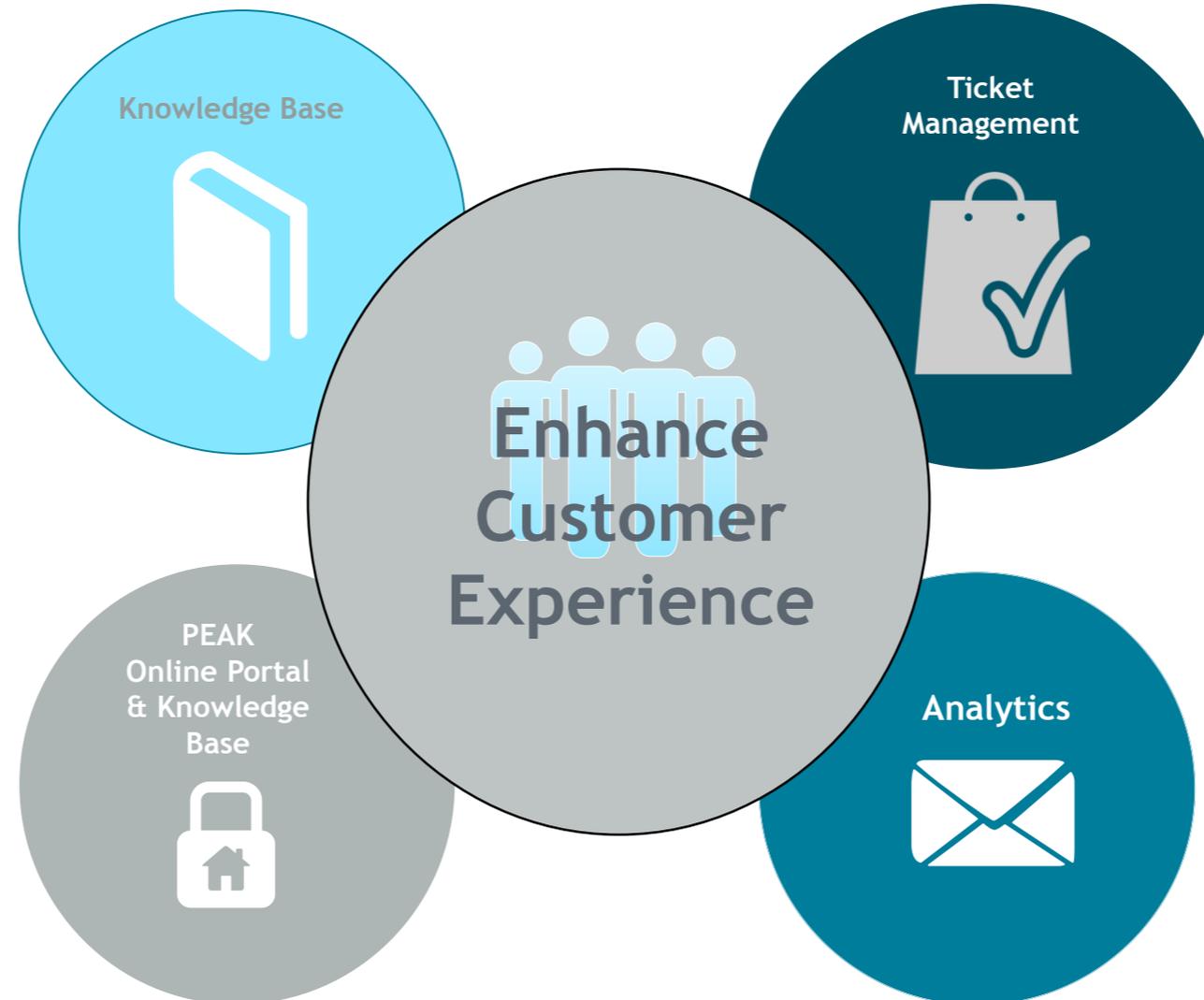
Telephonic system that allows for call tree, self-service, call recording

The **CRM** and **IVR** are **inter-related** to provide efficient call handling

System Benefits

Can easily create, manage articles, and quickly find and view articles to help solve issues or answer questions

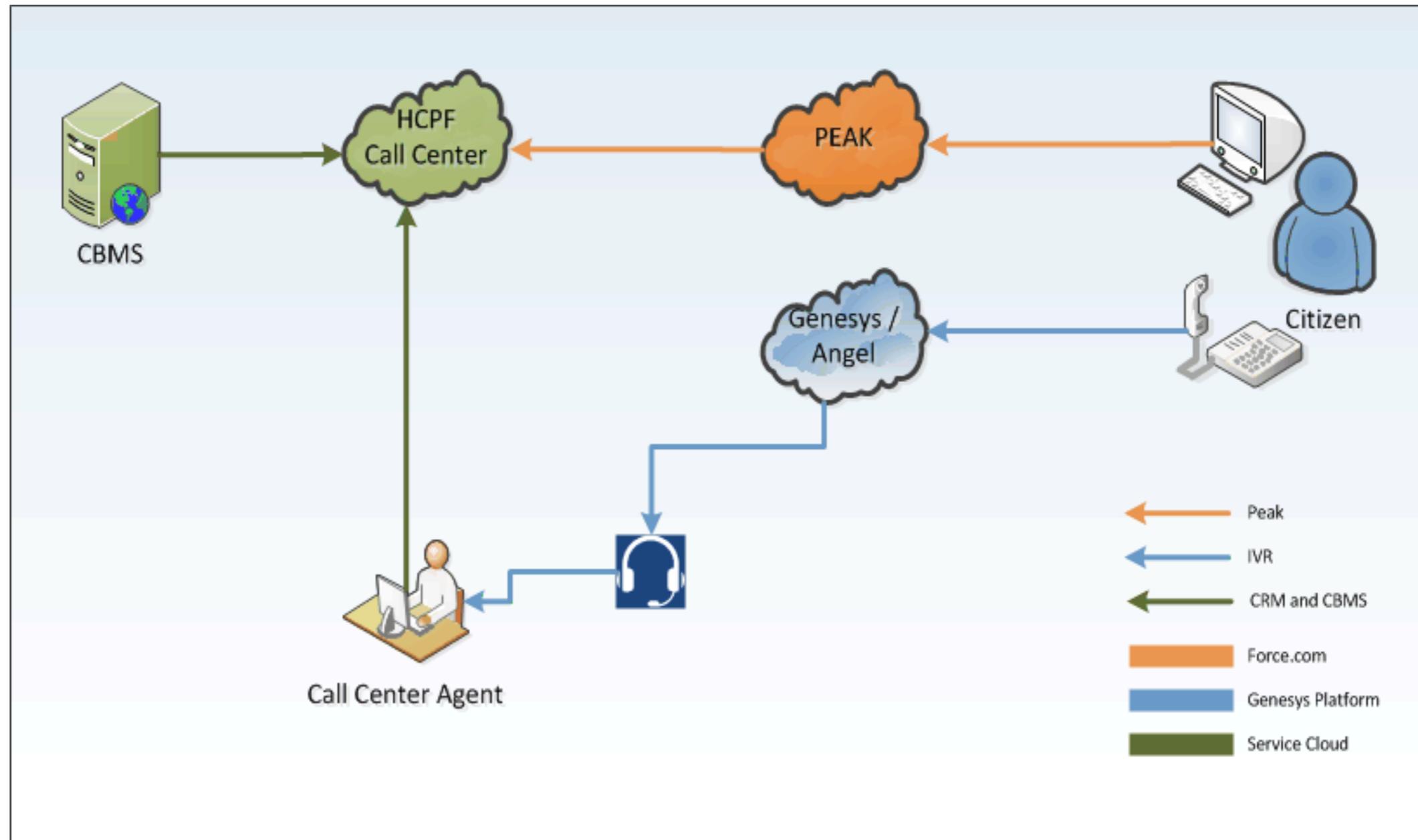
- Users can submit and track recent tickets
- Display 'suggested articles' when saving a ticket
- View articles associated with tickets, and vote for articles



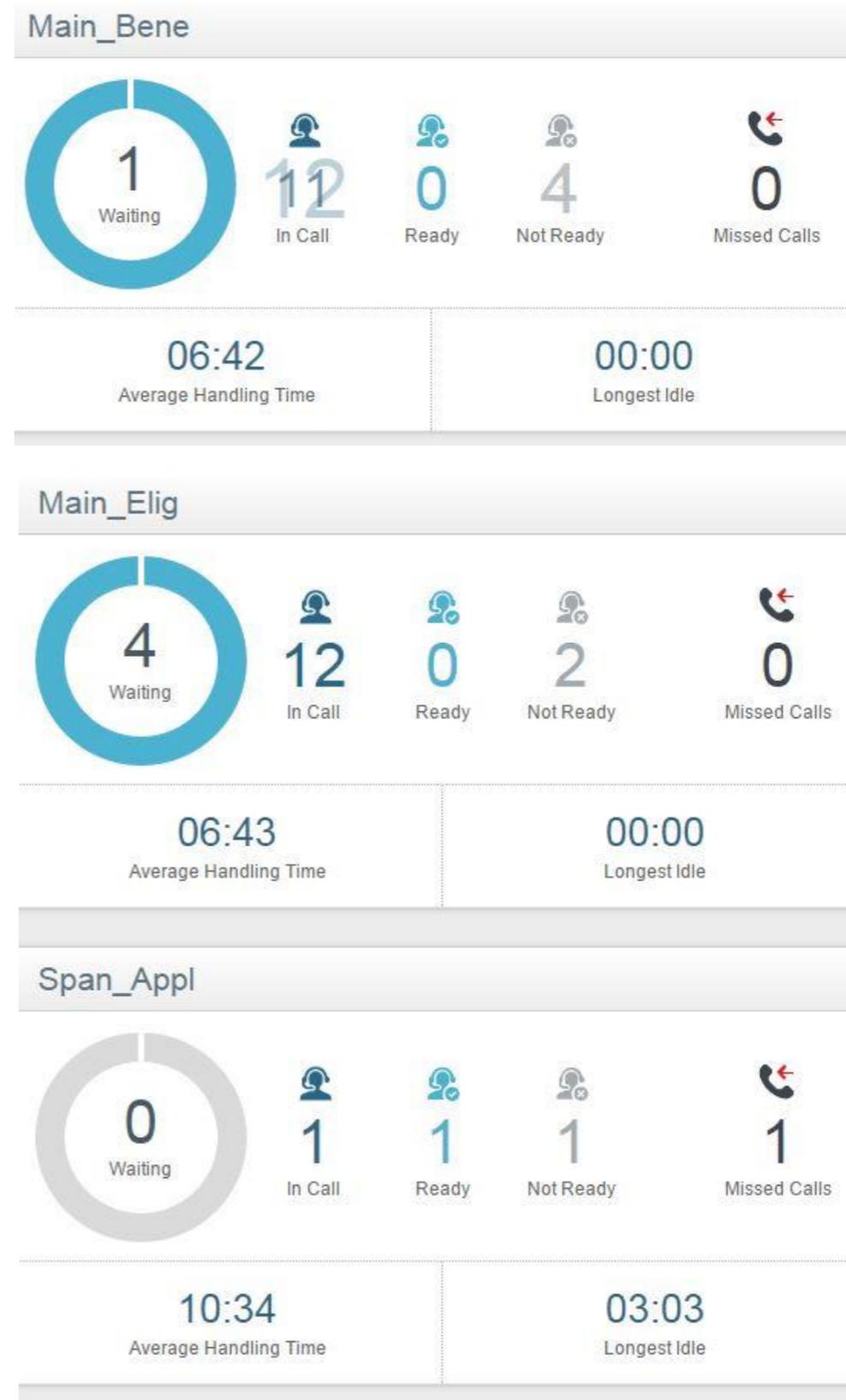
- Tickets are submitted through web or through Call Center
- Tickets are then queued and assigned
- Tickets are prioritized into 4 levels: Critical, High, Medium, Low

SFDC reports and dashboards are used to track ticket, appeals assignment and progress

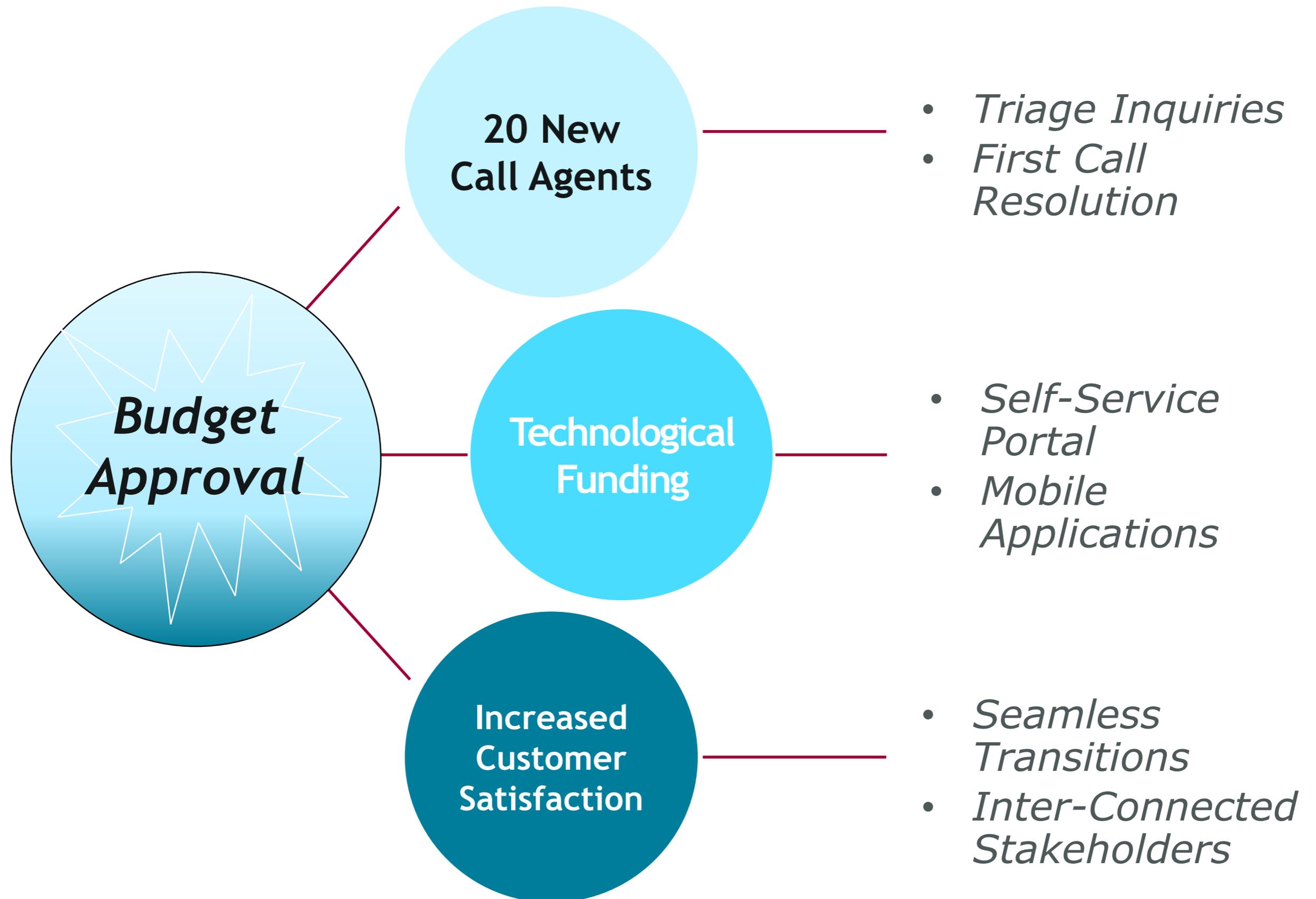
CRM and IVR Interaction



Call Center DeskTop



Call Center Budget Request



Questions or Concerns?



Contact Information

Christine Comer

Client Services Division Director

christine.comer@state.co.us

Kelly O'Brien

Customer Contact Center Manager

kelly.obrien@state.co.us

Mark Gilbert

System Administrator

mark.gilbert@state.co.us



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Thank You!



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