Improve Customer Case handling across branches.

Overview

Location: Bangalore,KAR
Country: India
Industry: Insurance

Customer Profile
MediAssist Healthcare Services (MAHS) is a leading TPA based in Bangalore, India. MAHS forms a vital link between the various stakeholders in the Healthcare domain.

Business Situation
MAHS receives between 1 to 1.5 lakh calls a month about claims processing. MAHS needed to speed up their response times on these calls. They wanted a strong reporting mechanism that would enable senior managers to review calls and their outcomes. They wanted to enable an outbound calling system to increase corporate customer retention.

Solution
PK4 specially customized and configured Impel to enable the MAHS Call Center in Bangalore to answer all queries quickly and to escalate specific issues to the respective branches for faster processing. Relationship Managers in MAHS could quickly access data on policy renewals to improve retention.

Benefits
- Efficiency increased for inbound calls; simple queries moved to IVR
- Built a detailed history of cases and turnaround times (TAT) for improved quality
- Automated alerts to process owners in branches increased case throughput
- Enabled faster customer outreach
- Reduced paperwork.

Mediassist Healthcare Services is a Third Party Administrator of health insurance policies. It is India's largest TPA, having a pan-India presence, with a network of more than 4750 hospitals across 20 states. The company provides a variety of services such as claims administration and settlement, cashless hospitalization, reimbursement, identification cards, hospital networks, pre-authorization, pre policy medical checks and specialized value-added services for corporate customers.

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Medi Assist is an ISO 9001:2008 certified organization, committed to provide quality services in Health Insurance. MediAssist India TPA Pvt. Ltd is backed by financially stable promoters, Reliance ADA Group, and Nadathur Investments& Holdings

Challenges

MAHS had a great Claims Management System (CMS) in place and was processing thousands of claims every day. They had a central Call Center in place in Bangalore. Operations people were at multiple branches across India.The Call Center agents could not access the Claims Management System easily and therefore were unable to deal with customer cases proactively.They were unable to alert the right people within the branches on cases that they were receiving calls on.

With over 2500 corporate accounts, Customer Relationship Managers within MAHS had no clear visibility into policy terms and conditions and expiry dates. This was hampering customer retention rates.

- MAHS had separate silos of information in its CMS and Policy Management Systems.
- No centralized system that Customer Service and Call Center agents could access.
- There was no way to notify the branches when service requests came in.
- Expiry of policies were not tracked or followed up since the corporate Customer Relationship Manager had no visbility into policy details.
- There was no interaction or intermediary system to manage this. So the policies were not followed up leading to delays and dis-satisfaction for the customers.
- There was no way to track TurnAround Times on service requests.
- No updates on the closures and no Call tracking efficiency.

Solution

- Impel was configured to integrate with MAHS Claims Management System and Policy Management system to pull relevant data on a regular basis.
- Agents were given complete details from CMS via Impel's API integration.
- With prior interaction history, customers were greeted personally and calls were handled efficiently.
- Complaints were processed through the multi-location operations from a centralized location with an **automated routing** of issues to the **appropriate branch office.**
- Whether it was pre-authorizations, reimbursements, settlements or enrollment, Impel ensured that the right process owner in the correct branch received an alert via SMS and Email whenever a Case came in for his/her department.
- Impel allowed case workers in the branches to acknowledge tickets so that TATs could be calculated appropriately.
- Impel setup workflow reminder alerts before policy expiration for **higher renewal rates.**
- Specific Impel **Data Views** were created for different user roles within MAHS. This made the process and usage more appropriate as now the company could give specific access based on the user roles.
- Impel was configured to give each user role access only to those specific functions that they required to function efficiently. This made training and every day working with Impel much simpler for the users.
- Impel was configured to automatically send out SMS and Email alerts to the customers raising the service requests, so they were kept in the loop on the status of their case.
- A separate set of Policy Expiration reminders and Data Views was set up for Customer Relationship managers to enable them to follow up with their customers efficiently for better renewals.

Business Impact

- Improvement in overall support and customer retention through Impel's Case Management.
- Standardized complex processes to resolve issues quickly through ticket management.
- Effective and centralised way for customers and end users to submit and track their trouble tickets.
- Better ticket analytics to gauge the effectiveness of teams and processes.
- Improvement in overall end user communications via prompt automated responses and notifications.
- Complex issues resolved quickly through this online service channel
- Increase in brand image and positioning.
- Minimized search time by locating service requests within seconds.

The future

- To provide case management through more channels such as Chat, social media.
- To enable quicker case resolution by identifying simpler queries that could be moved to an automated IVR system, such that Call Center agents deal with higher priority calls only.
- Provide automated reminder emails and SMSs to appropraiate people in customer organizations for improved policy renewals.

About PK4

PK4 Software is the market leader in on-demand CRM solutions. Our flagship CRM product - Impel - helps companies put their customers at the center of their business. Impel enables sales and support executives to spend more time with customers and less on administrative work. Impel helps companies increase revenues and maximize profits by increasing sales productivity, marketing efficiency and service operations. The web based solution is used by sales, marketing and customer service teams across a variety of industries ranging from SMBs to large enterprises.

Available on the Web, on mobile devices, via SMS and on Android tablets, Impel provides field forces with the largest possible accessibility options.

For more information, please visit our website at www.impelops.com. You can also call us at +91-96118-10000 or e-mail us at sales@impelops.com.