

# HEALING HEALTHCARE

*A Direct Response Case Study*



## CARING FOR THOSE WHO CARE.

The client, a leading health insurance company of supplemental Medicare products, found their customer enrollment rates to be steadily declining. They needed a solution that would realign their customer support strategies.

## THE CHALLENGE

The hunt began for a partner that could provide world-class customer care while increasing conversion rates for inbound and outbound calls. The inbound agents would gather customer information but, because of the delay between the inbound inquiry from the customer and the outbound call from the agent, they were seeing a rapid drop in the follow-up connection. It was clear that a solution was needed to eliminate these strategic call gaps in order to continue hitting target sales levels and provide a fresh, innovative and informational customer care approach to health insurance.

We'll give you two guesses as to who that partner turned out to be—but you'll only need one.

## THE SOLUTION

### Increased Productivity and Efficiency.

We worked closely with the client to determine and refine their current strategy, and engineered a custom platform that met a more comprehensive set of qualification questions focused solely on the consumer's needs. Our solution eliminated the fulfillment step in the original inbound-to-outbound process and resulted in higher first-call resolution rates. We reduced in-process cycle time by conducting live voice transfers and delivered a much more qualified lead (via voice and data) directly to the agent, resulting in increased agent productivity and efficiency.

## THE OUTCOME

### All Around Satisfaction.

To date, Alorica has handled hundreds of thousands of calls, and we have streamlined the process of forwarding only highly qualified leads to our agents. By targeting the right customers at the right time, the client has seen significantly higher customer conversion rates, stronger enrollment rates, and just as importantly, increased agent job satisfaction.

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866.ALORICA | sales@alorica.com | alorica.com

## RESULTS



**12%**  
conversion  
rate increase



**8%**  
increase in  
customer overall  
enrollment



**25%**  
of non-qualified  
leads were  
eliminated



leads are  
directed more  
efficiently to  
close end  
gaps