

Managed Services Model Delivers High Volume Call Center Resources

Customer Profile

Provider of business process services and IT systems to Medicaid and Medicare focused health plans

- \$5 million annual revenue
- 8,000 active users
- 40 counties served
- 5 million claims

Customer remediates substantial wait times and high abandon rates by leveraging top resources.

Challenge

A government affiliated provider sought a call center team overhaul to improve four-hour average call wait times and a 40% abandon rate.

Solution

Kforce's Managed Services Model measured business metrics and built qualified resource teams to improve the customer experience.

Outcome

The call center obtained a dedicated engagement manager and 40 experienced consultants to gain improvements.

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Challenge

Customers of a government-affiliated provider faced growing frustrations over longer than average call center wait times, at an average of four hours per call and a 40% abandon rate.

As a result, the organization's ability to meet regulatory guidelines with the Centers for Medicare and Medicaid was in jeopardy. In partnership with our customer, whose mission is to help health plans and providers deliver the highest quality care to the communities they serve, we aimed to change the customer experience.

Leadership focused on creating a drastic call center team overhaul, including the recruitment of a tenured manager and a phased approach to hiring new representatives. The ultimate goal was to achieve a 98% "calls answered rate" with less than 30 seconds of hold time.

Solution

Kforce's Managed Services model was used to drive efficiencies and improve the customer experience. This offered the customer the ability to quickly build a team of senior, mid and junior level support. Senior Kforce team members collaborated with the customer to onboard teams of resources quickly and efficiently, allowing the customer to focus on daily business needs.

The Kforce team provided:

- Industry-specific best practices and legacy knowledge of a senior engagement manager with comprehensive experience building and managing call center teams
- Measurement of business metrics in the form of key performance indicators and financial tracking, paired with bi-weekly communications with leadership
- Business analysis results, which uncovered opportunities to build efficiencies around workflow processes to optimize call center improvements
- Program-level reporting and transparency

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40

consultants
placed

Outcome

Kforce's speed-to-market with quality resources served as a key differentiator in helping the customer revamp their call center. The initial goal was to have 25 call center representatives start within a three-week timeframe, Kforce sourced and placed a dedicated engagement manager, 40 consultants and two leads to jumpstart towards implementing workflow efficiencies.

The customer continues to increase their ability to manage workflow challenges while improving the customer experience. Key performance indicators, reporting and checkpoints have instilled confidence that desired call goals can be achieved.

About Kforce

Kforce is a professional staffing and services provider, offering critical support for Health Information Technology (HIT), revenue cycle management and Electronic Health Record (EHR) initiatives. Our portfolio highlights work with more than 100 providers, payers and healthcare service organizations, and a talent network featuring more than 2,000 highly skilled resources across the country.