

Transitioning a high-quality customer experience to a nearshore location



Client

Top tier healthcare payer

Challenge

To replicate the high quality of the client's domestic support operation, in a nearshore setting.

Solution Implemented

A transformative approach to recruiting and training was instituted to ensure the needed skills and understandings were either present on day one or quickly acquired. These quality measures were validated by our Systematic Insights process improvement team, which created scripts to review 100% of calls to track sentiment and identify cases where a champion's language proficiency or healthcare system understanding may contribute to low caller satisfaction. The outcome of that process was the determination that neither factor had any negative impact on quality.

Outcome

A comparison of nearshore and domestic NPS scores over 18 months, including the six months prior to the partial transition to Guatemala, makes clear that wage and resource constraints can be addressed in nearshore settings while maintaining a high-quality customer experience.

NPS: Everise US vs Everise Guatemala

