

Improving NPS by tackling a notoriously difficult call type



Client

Top five US health insurance payer

Geographies

United States / Philippines

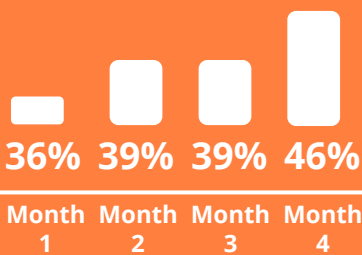
Challenge

Everise determined that a sure means of improving overall client KPIs would be to focus on boosting Net Promoter Scores (NPS) for the notoriously difficult WISMO call.

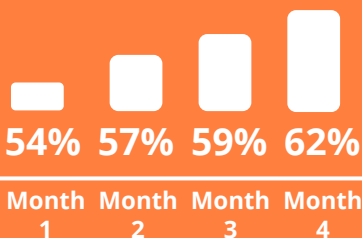
54% to 62%

Perfect Call Metric Jump

WISMO Pilot NPS



WISMO Pilot Perfect Calls



Solution Implemented

A WISMO recertification pilot program was developed and tested at the Everise Experience Center in Manila. The aim of the program was to equip agents with the tools required to win the hearts of WISMO callers by honing the soft skills of courtesy, call handling, communication and listening, while emphasizing overall member benefits and highlighting our dedication to reducing customer effort.

Outcome

Perfect call metric improved dramatically from 54% to 62% in four months.

The overall NPS improved from 36% to 46% in the same time period.

Both improvements delivered efficiencies in work and cost reductions to this Health Insurance (Payer) client.