

**CASE STUDY**

# NEW MEMBER WELCOME CALL CAMPAIGN

**OBJECTIVE:**

Increase service metrics by providing new enrollees with a personal, concierge-style customer service experience

A client wanted to make a great first impression on newly enrolled members, and it needed a partner to provide expert customer service as an extension of its brand.

**MORLEY SOLUTION:**

A welcome call campaign that used modern call center technology to ensure the start of a positive relationship between members and their new insurance provider

› **Expanded client's service workforce without adding internal headcount.**

Morley agents operated an outbound contact center after receiving in-depth branding training to effectively act as a seamless extension of the client's existing workforce. Our automated dialer increased member reach by fluently managing the outbound calling sample.

› **Turned new members' first post-enrollment experience into a friendly conversation.**

Morley acted as the client's voice and provided concierge-style service and a warm smile that members felt even over the phone.

During each call, our agents:

- › Ensured new members received their insurance cards and welcome kit

- › Reminded them of included benefits, e.g., case management services and wellness programs

- › Checked to ensure they understood their coverage
- › Offered to look up network providers

› **Gathered information on member perception and allowed for easy client monitoring.**

During calls, Morley agents asked questions to ascertain how new members perceived the client's health plan and services. We made all data available to the client in real time. The client could also monitor audio files of calls to provide quality assurance and gain peace of mind that its members received professional, expert service.

**RESULT:**

Increased member satisfaction and improved member perception of services

- › From 2012 to 2013, the client's service metrics improved, thanks in part to the new member welcome call campaign.

- › Project feedback from client and members has been overwhelmingly positive. Members appreciate the positive, personal interaction, while the client appreciates the prompt, professional service.

- › Due to the program's success, Morley and the client anticipate continuing this campaign in the future as needed.

At Morley, we work to be a true partner to our clients. That means working together to leverage our award-winning people, processes and technology to enhance your customer service experiences.