

CASE STUDY

PRE-ENROLLMENT ACTIVITIES FOR UAW RETIREES

OBJECTIVE:

Increase enrollment activity among potential new UAW retiree members

A client began marketing a PPO insurance package to retired members of United Auto Workers (UAW), and needed a knowledgeable partner to handle incoming calls, manage pre-enrollment fulfillment and answer benefits questions expertly and professionally.

MORLEY SOLUTION:

A scheduling and communications system that seamlessly merged Morley's expertise with the client's brand

- › **Expanded client's service workforce without adding internal headcount.** Morley agents operated an inbound/outbound call center, expertly and professionally answering benefit- and plan-specific questions and sending out informational pieces like brochures and enrollment kits. Our agents were an extension of our client's team and were rigorously trained to be brand ambassadors.
- › **Increased likelihood of enrollment by maximizing attendance at informational sessions.** Potential members attending one or more informational benefits seminars were more likely to become members. When seminars still had attendance space, Morley agents would search the database, contact retirees within a specific ZIP code and register interested parties in order to increase conversion rates.
- › **Opened communication channels between the client and Morley's front-line agents to create a seamless environment.** We leveraged our people and technology to drive efficiency and effectiveness. For example, our state-of-the-art telephone systems enabled us to exceed inbound call service levels. Our automated dialer increased member reach by fluently managing the outbound calling sample. We also designed and managed a master database that gave clients the ability to track progress.

RESULT:

Exceeding the client's goal

- › Morley has spoken to 268,000 potential members since program inception.
- › We've accommodated urgent requests for high-volume reach-outs when our client needed us the most.
- › Now in the fourth year of partnership, the enrollment program continues to grow. Last year, the number of eligible enrollees more than doubled.
- › From 2012 to 2013, the number of program reservations grew by 220%, resulting in increased responsibilities for Morley — and more members for the client.

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.

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