

cogito

Case Study

Elevating Customer
Experience With Cogito



“Building rapport with customers during service calls is **one of the most important things we do.**”

Our agents are the voice of our company, if customers don't trust them, **they won't trust us with their care.**”



500

Agents are using
Cogito's Software

15%

Reduction in
Handle Time

23%

Improvement in
Customer Satisfaction

As consumers have greater choice and portability with their health insurance, and Medicare reimbursements are tied to consumer experience it is more important than ever that health plans deliver a personalized and efficient experience. Customer service via the telephone remains the dominant way by which customers interact with their health plan. Each phone interaction serves as an opportunity to build trust and grow a customer relationship. Progressive plans are embracing innovative technology to differentiate their service delivery.

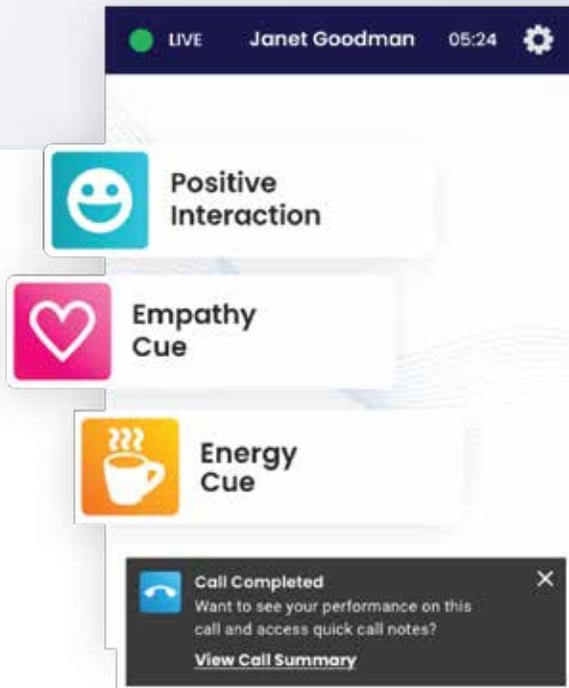
The Challenge

This leading health plan invested in traditional call quality monitoring applications and agent coaching initiatives in an attempt to improve flat Net Promoter Scores® and stagnant customer satisfaction ratings. They discovered that their customer service agents were complying with defined processes and communicating accurate information. Yet, feedback consistently revealed customers perceived a lack of empathy and confidence in the agents speaking behavior thereby resulting in poor engagement.

The Plan discovered they had no effective means by which they could consistently and comprehensively measure customer experience and agent performance. They also realized that to improve performance and increase customer engagement they had to find a scalable way to guide agent communication style on each call.

“At times I become so focused on procedures I lose track of how I am communicating to the customer. The speaking alerts help me **listen better and more confidently respond to the customer’s needs.**”

- Customer Service Agent, Regional Health Plan Insurance Carrier



The Solution

For the five hundred customer service agents to which Cogito has been deployed it has become the key source of in-call guidance for their speaking behavior. As a result of the visual cues, agents have adjusted their communication style and improved rapport with customers. Agents and customers are engaging in more emotionally connected conversations, leaving both parties more satisfied. Agents are listening more effectively and speaking more confidently and concisely. These behavior changes have resulted in reduced handle times, a lower incident of call backs and a reduction in escalations to supervisors.

Supervisors are leveraging Cogito for comprehensive insights into their teams’ speaking behaviors.

They are identifying trends and more effectively replicating good behavior. Supervisors share best practice calls amongst their teams increasing the frequency and objectivity of feedback.



“Coaching agents on soft skills was extremely challenging and based on personal intuition. Cogito provides an objective measure, one I can share directly with agents. **We have seen an improvement in agent performance and customer satisfaction.**”

- Team Supervisor, Regional Health Plan

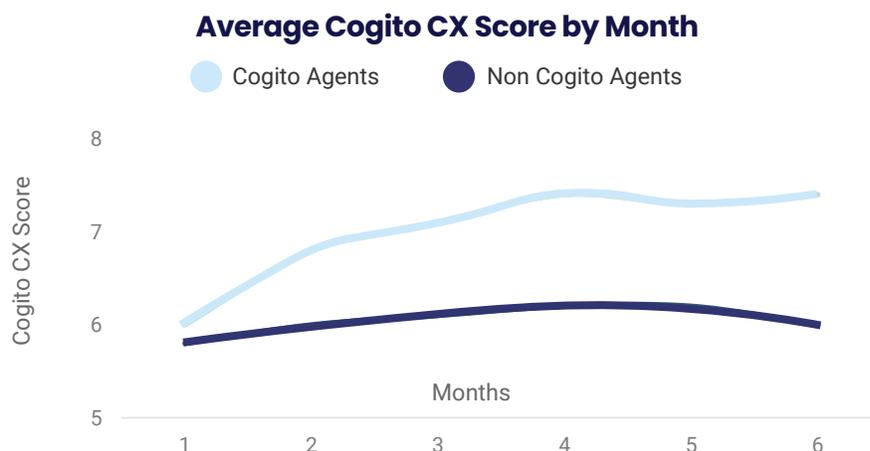


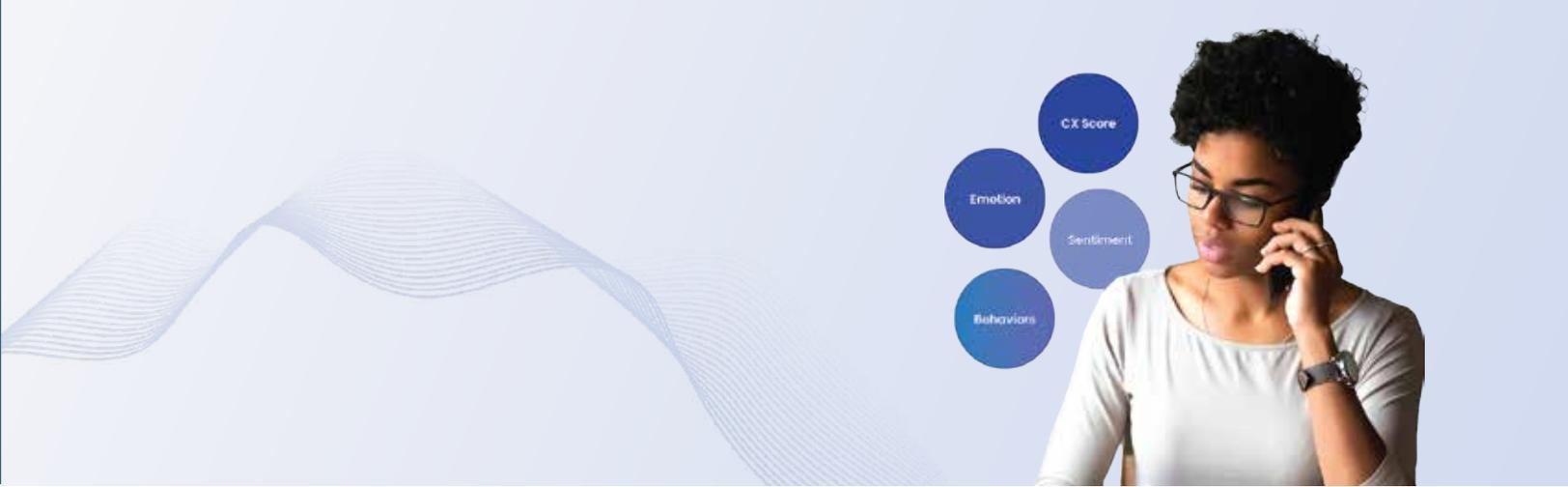
The Results

Agents using Cogito have **decreased handle time 15%** by speaking more concisely. As a result of active listening and increased customer participation on calls, **first contact resolution has increased 3%**.



Customer satisfaction has increased 23% as a result of improved rapport during service calls resulting in a projected **2% increase in customer retention**.



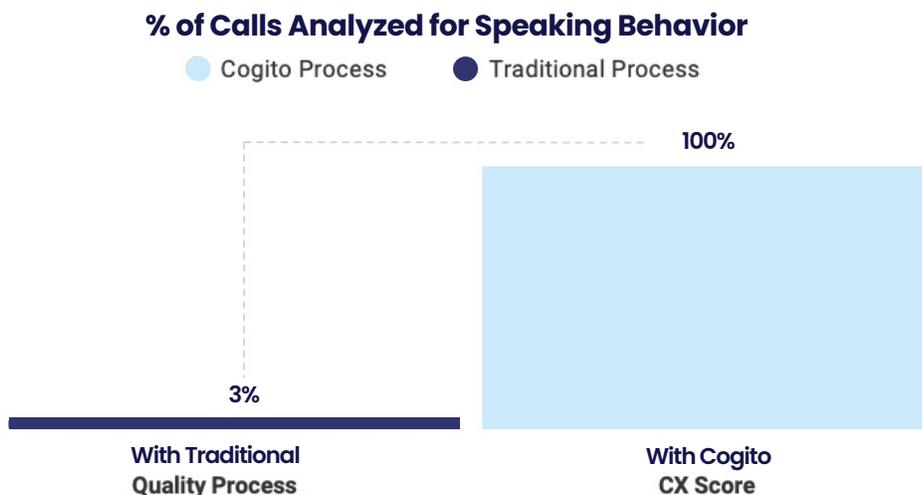


The Results (continued)

Agent Churn has decreased by 10% amongst agents as a result of Cogito’s in-call communication guidance, more objective feedback from supervisors, and better customer rapport.



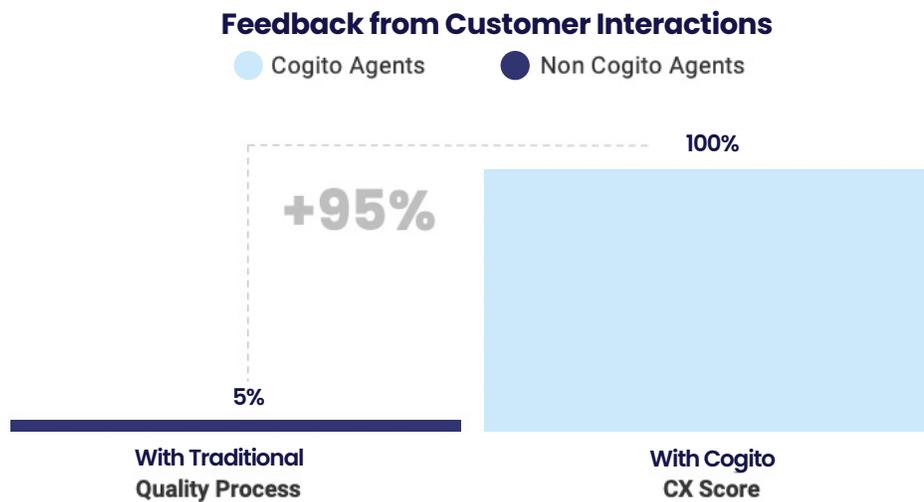
Supervisors have objective insight into agent speaking behavior based on **100% of calls**. Prior to Cogito only **3% of calls** were reviewed and scored by quality monitoring teams.





The Results (continued)

Management immediately receives customer **feedback on 100% of calls** handled. Prior to deploying Cogito, management received **feedback on 5%** of calls, and the insights were received after three weeks of analysis.



Conclusion

As consumers increasingly exercise their right to select the health plan that best meets their needs, largely based on the experience a plan provides, it is imperative that health plans build better rapport and a deeper, more personal connection with their customers. This progressive health plan chose to leverage Cogito's innovative behavioral analytics and, as a result, delivered a better phone experience for their customers, increased the productivity of agents, and received robust timely insights that will ensure continuous improvement for years to come.



About Cogito

Cogito enhances the emotional intelligence of phone professionals through behavioral change software. By applying validated behavioral science through artificial intelligence and machine learning, Cogito’s in-call guidance helps the world’s most successful enterprises improve sales results, deliver amazing customer experiences and enhance quality of care.



For a no-obligation demonstration, contact us today.



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