

SYKESHOME TRANSFORMED ONE HEALTHCARE PARTNER'S APPROACH TO CUSTOMER CARE



› Our Brand Partner

A nonprofit organization with nearly 38 million members, this nationally recognized brand manages provider relationships and performs quality control oversight of the products and services made available to its members. The non-partisan brand also helps its consumer base of Americans aged 50+ navigate the complex world of healthcare through ongoing education and unparalleled customer service. The brand is so committed to its customer service efforts that they always have two separate companies handling customer service, to maintain adequate service should either experiences an outage. SYKES has been a pivotal partner since 2011, helping the brand adapt quickly to the changing healthcare landscape.

› Challenge Presented

The brand needed a partner to focus on member acquisition support — one that would enable them to ramp up quickly during peak seasons, such as tax season and during Medicare enrollment periods.

› Our Approach

Based on our years of experience and innovation with work-at-home service models, we recommended leveraging the SYKESHome solution, which provides flexibility for seasonal peaks and targeted hiring for agents with the right skill sets to meet the brand's needs. Though the brand partner was initially hesitant to transition to an entirely home-based model, trust and confidence were established early on. SYKES quickly and successfully implemented SYKESHome — recruiting, hiring and training a team of entirely home-based agents.

› Partnership Outcomes

Today, SYKES has 350+ home-based agents dedicated to this account. Our workforce regularly outperforms the other vendor — shaving up to 52 seconds off average handle time. The brand was so impressed by our initial success that they eventually replaced the other vendor. SYKES became the gold standard against which all other partners were measured. As the brand evolved and our scorecard performance continued to outshine other vendors, the brand has entrusted more of their customer care responsibilities to SYKES, often as much as the maximum possible split of 70 percent.

Our current service responsibilities include:

- Membership acquisition
- Website troubleshooting
- Seasonal hiring ramp-ups during tax season and Medicare enrollment
- Special campaign promotions
- Event registration
- Customer service process implementation
- Digital customer service and support
 - Web-based chat
 - Social media

> Continued Partnership, New Opportunities

Eventually, SYKES was able to expand the partnership to include social media support. Our SYKESHome digital agent team tackles Tier 2 queries in tandem with an internal brand partner team managing Tier 1 support. At launch, channels included Facebook and Messenger, and eventually expanded to Twitter. Bilingual support in English and Spanish is available for these support channels seven days a week. In August 2018, the team received a national award recognizing our delivery of best-in-class social media customer service.

Recently, SYKES also worked with the brand partner to reevaluate their training process and implement a pilot program that better accommodates the volume of new materials being added to the curriculum. The pilot program leveraged SYKES Global Talent Services (GTS) and was so well-received that the brand is adopting GTS for all agent training — of SYKESHome agents and those affiliated with any other vendor on the account.

This collaboration has evolved into a true partnership, with the brand continuously trusting SYKES with new areas of its business.