CURATING A CONTACT CENTER SOLUTION TO RECLAIM WORKER CAPACITY, IMPROVE CUSTOMER EXPERIENCE


THE CLIENT

A Blue Cross Blue Shield Insurance company that delivers healthcare insurance to over 730,000 members through a provider network with over 7,700 medical professionals

THE CHALLENGE

Increased customer demand, outdated and un-optimized technology, and contact center agent shortages created a perfect storm for the Blue Cross Blue Shield contact center. This trifecta negatively impacted the level of service and customer satisfaction of its members. As a result, members experienced long wait times, were having to call numerous times to get an answer, which was further draining the capacity of available contact center agents, and call center agent morale was at an all-time low.

THE SOLUTION

Using the AWS Contact Center Intelligence platform, the eWorld Enterprise Solutions, Inc. (eWorld) team curated a modernized, end-to-end contact center solution to help reclaim contact center agent capacity and improve member satisfaction. The cloud-based solution integrated with the client's existing VoIP and other technologies, and included AI-powered chatbots and virtual agents to help address members' less complex questions and needs, including replacing member ID cards allowing human contact center agents to focus on more complex inquiries.
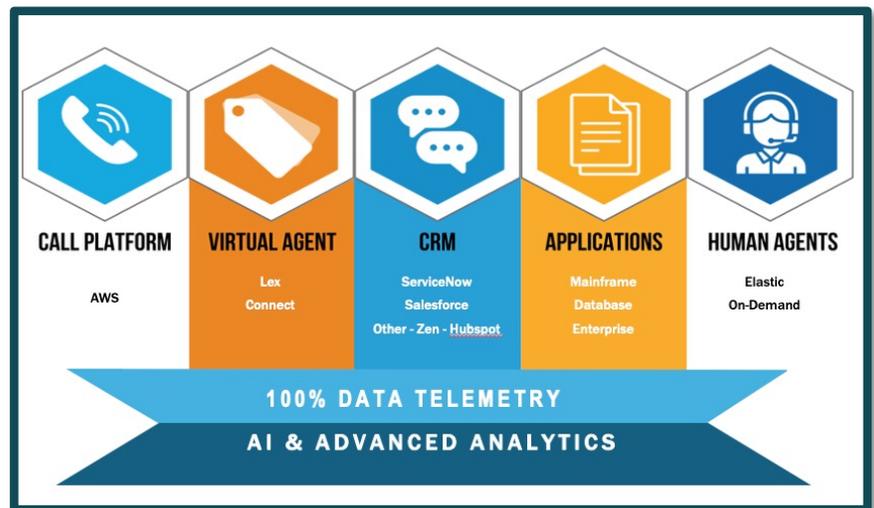
THE IMPACT

Using chatbots and virtual agents to automate responses to less complex inquiries helped **reclaim up to 2 hours each day for each contact center agent.** This significant time savings allowed agents to focus on member inquiries that required more skill and attention, improving overall customer experience and satisfaction.

To explore contact center solutions and learn how they can help you increase agent capacity and improve customer experience, please contact us at **simplify@eworldes.com.**