

## **IMPROVING NET PROMOTER® SCORE BY OPTIMIZING NPS DATA COLLECTION & ENHANCING CUSTOMER EXPERIENCE**

*IUCG helps a regional health insurer streamline their customer experience and adapt to a changing business environment.*

### **Client's Challenge**

- Providing a quality customer experience proved difficult due to high call traffic coming into the communication center
- Customer interactions were often negative due to the nature of the Health Insurance industry
- Lack of initiative in collecting and understanding feedback from customers



Project team: Ali, Clara, Pravishta, Mitch (not pictured)

### **IUCG's Solutions**

- Developed a comprehensive NPS system:
  - Produced a multi-channel, succinct NPS survey
- Optimized customer support and developed omni-channel support
  - Suggested leveraging social media and other listening posts to reply to member questions and concerns
- Improved the customer's digital experience with functional improvements to the website

### **Business Impact**

- Streamlining NPS data collection and providing integrated omni-channel customer support increased NPS survey response rate and improved customer experience
- Modification of customer website increased members' exposure to wellness benefits and member portal, which has potential to decrease call rate with issues that can be resolved online

### **Client's Challenge**

IUCG spent the semester working with a New England based health insurance provider that was suffering from a low net promoter score. While the organization collected NPS data through phone surveys, it lacked multiple platforms for NPS data collection. The phone NPS survey was inefficient and asked leading questions that primed members to recall negative experiences before asking the primary NPS question. Although the organization has an established member portal, only a small percentage of members were enrolled in it, which led to lacking customer support. Internal resistance to change was an additional, cultural problem IUCG had to address.

### **IUCG's Solution**

IUCG's client previously had only been collecting data on their Net Promoter Score through one channel: phone call surveys. Doing so did not permit the client to attain the desired volume of responses. IUCG saw this as an opportunity to expand their communications with customers. The project team suggested implementing NPS measurement opportunities at two strategic

point in the customer journey: through the client portal and through email. In addition to identifying optimal NPS touchpoints, IUCG also restructured the exiting questionnaire, decreasing the number of questions from five to two. The client was also in search of new ways to generate positive interactions with their customer base. To address this, IUCG suggested implementing a post-claim follow-up regimen with CRM software. This would allow the client to implement and leverage a system that could provide a more positive and thoughtful experience for members.

### **Business Impact**

IUCG developed a holistic solution that improved the method through which NPS data is collected. Through the reconstructed NPS survey, the client expected more survey responses leading to better, more reliable NPS data and subsequent data analysis. Adding omni-channel support systems integrated with existing phone call support enhanced the customer experience and augmented client-member interactions. Improvements to the website and domains maintained brand consistency and further refined the customer experience.