

CustomerConnect  
Customer Portal

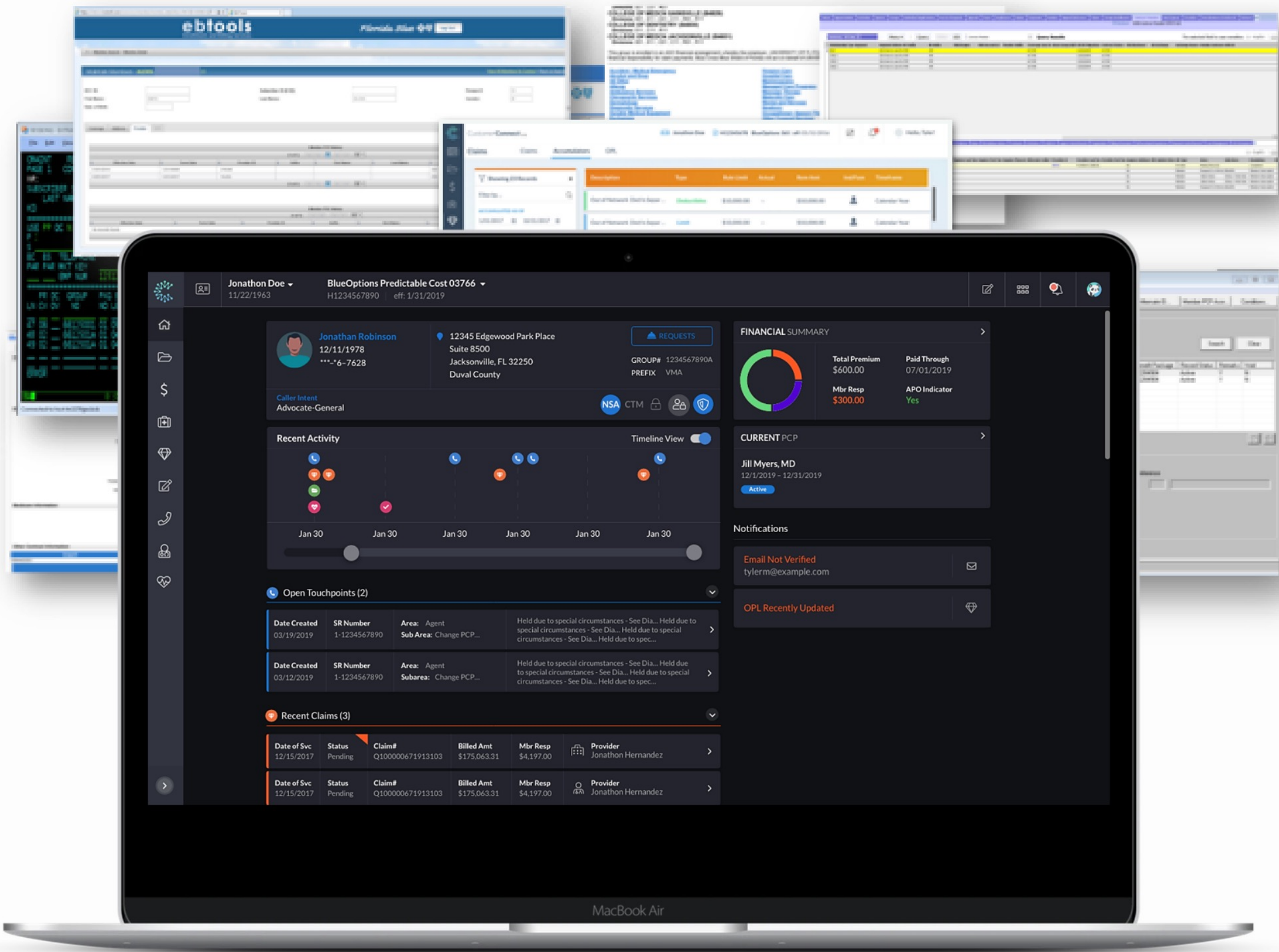
Lead UX Designer  
June 2019

When I first came to Florida Blue, advocates were using 14 different legacy systems to do their jobs. CustomerConnect was created to replace the need for all of these systems, reduce training time and become the one-stop shop to meet all needs of the member.

The Contact Member Service Center is an operations machine and the member journey begins the second they pick up the phone, until they are connected with a callcenter phone advocate. Each phone call on average costs Florida Blue about nine dollars, it's our job in User Experience to make the tools as efficient as possible to keep administrative costs low.

Initially, the vision for CustomerConnect was to be a touch-screen interface where users in retail centers, agents in sales and member advocates in office would use this web application to quickly answer questions. As time went on and the application matured, it became apparent that the landing page had to be redesigned in order to reduce AHT and predict what a member may be calling about.

In order to bring value to this page, we went to our users and partnered with Medicare and Commercial businesses to deliver quantifiable results to drive lower operational cost, better quality scores and increased NPS indexes.





RESEARCH  
GENERATING VALUE

After spending hundreds of hours with our advocates on the phones, I can truly empathize with the amount of knowledge they need to retain in order to best serve our customers. We met weekly with both one-on-one and focus groups throughout this process to ensure we were hitting our mark.

Throughout the call lifecycle, we identified authentication takes an average of 45 seconds. We did find that the number of fields had been growing over time and made a conscious decision to do some housekeeping and limit the information to just what is needed to authenticate, as well as some key indicators about the current state of the member’s health journey.

Our users are predominately used to looking at not complex data, we aimed to simplify this by creating a visual timeline of the members’s last six months of interactions, claims, care gaps and authorizations so a user could quickly dive into the detail of that record without having to navigate to the respective pages — a true dashboard experience. Even further, we wanted to predict which records a user would be looking for by surfacing the most recent calls, claims and authorizations within the last 90 days.

At a bird’s eye view, we created a breakdown of a policy premium, whether the member had a PCP, or had one expiring soon and a list of digestible notifications with a purpose of redirecting the scope of a phone call quickly without the need for probing questions. This has been further worked into the “Alerts Center”, which is a framework for the business to create actionable data-driven alerts on the fly, and ensure our support staff are engaging our members with these tasks.

Financial Summary

Quickly see a breakdown on a member’s monthly bill, and hover to see LIS, LEP and subsidy amounts.

FINANCIAL SUMMARY

Total Premium  
\$600.00

Mbr Resp  
\$300.00

Paid Through  
07/01/2019

APO Indicator  
Yes

Key Notifications

Dynamic notifications that are visible on the portal that quickly cue an advocate to intervene on the fly.

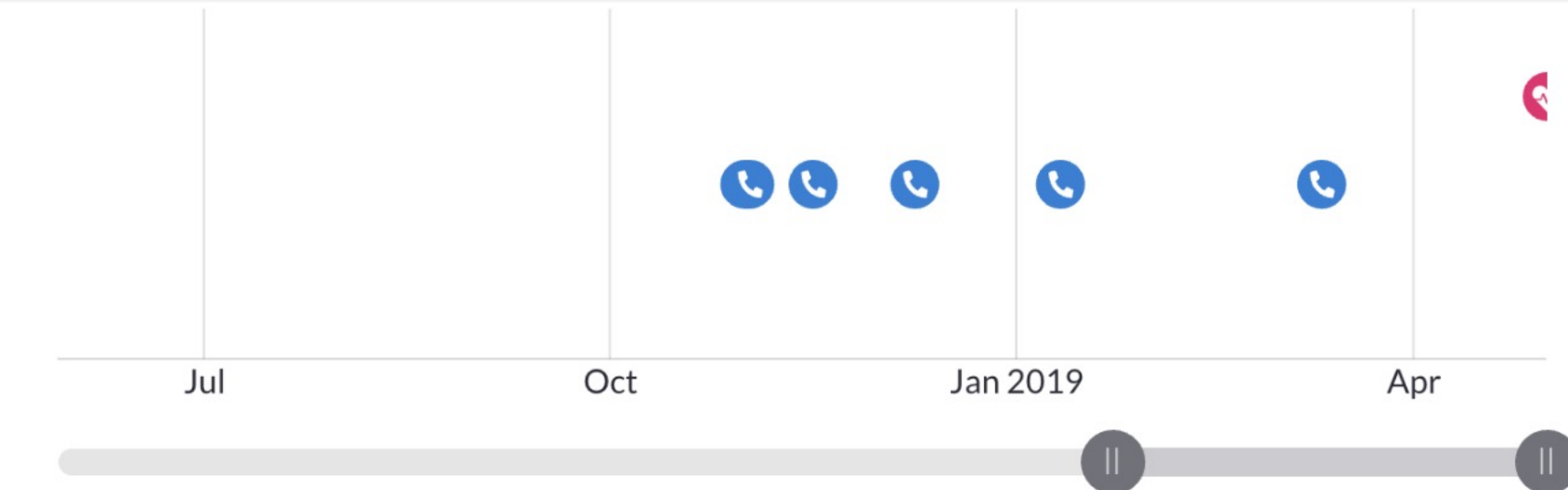
Email Not Verified

OPL Recently Updated

LIFE-CHANGING EVENT  
New Child

Recent Activity

Timeline View



Predictive Sorting

Open Touchpoints (2)

Date Created 03/19/2019	SR Number 1-1234567890	Area: Agent Sub-Area: Change PCP	Held due to special circumstances - See Dia... Held due to special circumstances - See Dia... Held due to special circumstances - See Dia... Held due to spec...	>
Date Created 03/12/2019	SR Number 1-1234567890	Area: Agent Sub-Area: Change PCP	Held due to special circumstances - See Dia... Held due to special circumstances - See Dia... Held due to special circumstances - See Dia... Held due to spec...	>

We are sorting records or cases that have been recently interacted with, taking the guessing game out of the equation and making a more engaging experience for our member.



RESULTS

DRIVING IT HOME

Throughout the CustomerConnect journey, it has been a guiding principle to measure impacts of large features and redesigns to prove to the business the value of design thinking and human centered design.

The original CustomerConnect release actually scored very low in surveys with user satisfaction score of 31%. Over time, we have made our users stakeholders in the continuous improvement of the tool and last survey scored a 92% satisfaction score. Keeping attrition low, and engaging our users have been instrumental in its success.

More Success Measures:

CustomerConnect as a whole from 2017-2020

- The Member Inquiry cost-per-call has decreased from \$8.69 to \$6.25, resulting in \$4.95 million in savings
- Average Handle Time has decreased by 117 seconds
- Net Promoter Score increased from 9 to 34
- Customer Satisfaction increased from 65% to 77%
- First Call Resolution increased from 69% to 77%

CustomerPortal Improvement in Average Handle Time (AHT)

When releasing this feature, we added this feature as a user preference, in order to troubleshoot and work out bugs while the users gained confidence in the new tool.

We conducted a test with a control and a sample group, where half were using the new feature, versus the users who were using the old screen.

~70 seconds AHT  
= \$1 million per year in savings

Using New Portal			Not Using New Portal		
	Calls	AHT (Seconds)		Calls	AHT (Seconds)
June 2019	182,323	644	June 2019	119,240	727
July 2019	213,139	639	July 2019	135,750	701