

Technology to Engage a Digital Native Workforce:

Communication Tools for Effectively Motivating and Retaining a New Generation of Employees

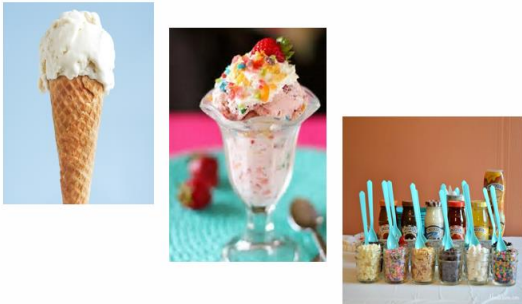
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Agenda

- ▶ Contact Center Technologies
- ▶ A Look at Gamification
 - ▶ Deployment
 - ▶ Goal Setting
 - ▶ Results
- ▶ A Look at Speech Analytics
 - ▶ A Speech Analytics Journey
 - ▶ Improved Employee Engagement
 - ▶ The Results: More Satisfied Patients

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Which Would You Choose?



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Contact Center Technology Requirements

- ▶ Provides on-going training feedback
- ▶ Monitor & measure results
 - Training
 - Compliance
 - Trends
- ▶ Technologies need to meet YOUR individual team's needs
 - Daily dashboards
 - Improve agent performance
 - Optimize patient experience
 - Achieve ideal client outcomes
 - Employee retention



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Omni Channel Communication: It's not only for patients, it's for your employees too!



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A Look at Gamification to Engage the Digital Native Workforce

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Game On!



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Adding Gamification

Operational Objective for the use of Gamification

- ▶ **Technology powered remote worker strategy**
 - Transparency promotes competition
 - Near real time dashboard for mid-day results monitoring
 - Daily/weekly/Monthly contests and recognition
 - Administration of incentive prizes
 - Recruiting and retention
 - Employee engagement by empowering agents to create their own competitions
 - Creates an atmosphere of confidence by recognizing improvements in key skills
 - Creating and atmosphere of FUN!

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Gamification Dashboard



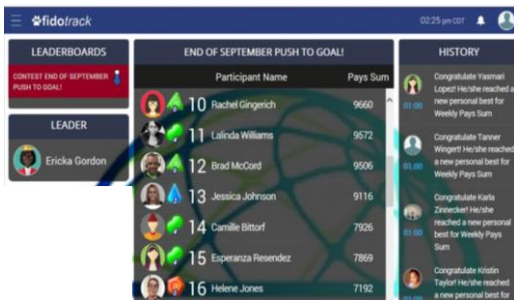
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The Duel!



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Visual Display of Leaderboards



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How was Gamification Deployed

Deployment of Gamification

- ▶ **Implementation schedule**
 - 60 day implementation
 - Hourly flat file sent to provider
 - Pilot with a group of 50 FTE for 90 days
 - Use of Auctions
 - Setting up Duels
 - Creating the Legend for how to earn badges and points
 - Mid-pilot check points and review of progress
 - Post-pilot ROI
 - Roll out company-wide – rolled out in 2 sections, Early Out and Third Party Debt Collection
 - Post-roll out maintenance and keeping the system “fresh”
 - Use of gamification store
 - Resetting the game
 - Learning more about auctions
 - New badges and themes

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Keep the Game Fun: New Badges!

	Dashing Through the Snow	Bronze	300	Get 1250 in IP per day and get this Badge!
	Mistletoe	Bronze	300	Earn 1000 dollars in Ips per day for 5 days to earn the Mistletoe Badge!
	Deck the Halls	Silver	300	Get 1250 in IP for 1 Day to earn this badge
	Hiking The Woods	Bronze	250	Reach an immediate pay sum of \$1500 in a day and earn a Hiking The Woods badge to unlock Hiking The Woods filters.

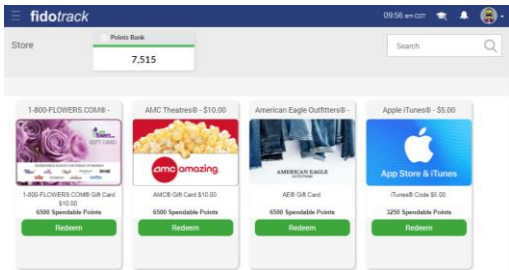
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Gamification- Progressive Goal Setting

- Hiking in the Woods: 1500 IP in one day
- Hiking in the Hills: 2000 IP in one day
- White-Water Rafting: 2500 IP in one day
- Rapids Navigator: 3000 IP in one day
- Camp Fire: 3500 IP in one day
- Smore's Maker: 4000 IP in one day
- Travel Guide: 4500 IP in one day

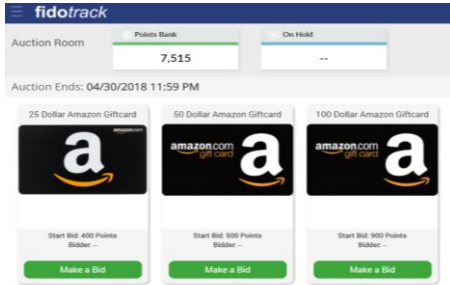
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Spending Your Points!



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It's Auction Time!



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Gamification: Creating the "Social" Environment



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Measuring the Success of Gamification

Gamification Increase 6 months post pilot

► Overall Results

- Third Party Debt Collection
 - 111.2% increase in immediate pay dollars
- Extended Business Office Artiva
 - 105.9% increase in immediate pay dollars
- Extended Business Office FACS
 - 142.6% increase in immediate pay dollars

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What the Team Says about Gaming

- Jalisa Johnson, "**I love gaming!** When you work in a larger company it can be hard to get recognition for everyone, and through this system I can get recognition without waiting for a Supervisor to notice my individual accomplishments. You get to customize the shelf that holds your awards, and they stay as yours forever. You can even click on them and they tell you what you did to earn that one. It's nice that they stay on the shelf so you can always see the milestones you have completed!"
- Andrenia Morgan-Washington, "**The system helps me keep myself personally accountable.** I like to see what I immediately need to improve on throughout the day. I can see my calls and payments during the day and know what I need to do to reach my daily goals. I really like that it's immediate and gives you instant feedback."
- Jalisa Johnson, "Another thing I like is that it shows my what my personal best was. Then, once I've out-done myself, it stretches the goal a little further, so **I keep increasing my performance.**"
- Andrenia Morgan-Washington, "I really need the immediate feedback and it **motivates me!**"

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A Look at Speech Analytics to Engage the Digital Native Workforce

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Speech Analytics Journey



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Speech Analytics: Agent Assistant

Courtesy

Please remember to say:

- Please
- Thank You
- You're Welcome
- We Appreciate
- How may I help you?



Escalation

Stay Calm

- Always Assure the patient you can help. Address all concerns.
- Be thorough - Ask as much information as possible.
- If patient remains restless, offer representative's name.
- If possible, Offer SUPERSEDE IMMEDIATELY



Compliment

You remembered TPA
Good Job!



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Speech Analytics: Agent Assistant

Informational

Offer to make 3-way call to Insurance:

- Click phone button
- Enter "F" then PH #
- Click Conf button



Compliance

Please state:
This is a recorded/monitored line.



System Help

Please check:

- PPS under Support Claims and Questions for member for assistance
- Advise to contact TPA. Click on member's Support Number in PPS and click on the reference
- Explain message to member to resolve Active Ineligibility



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Speech Analytics: Agent Assistant

These Agent Assistants get a lot of feedback from our reps and are the #1 thing they comment on when asked about EurekaLIVE!



Our Agents LOVE getting the compliments and "Good Job's" along with a fun or funny picture we attach to the fly out.

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Improved Employee Engagement Through Speech Analytics

- ▶ EurekaLive's Agent Assistant guides the agent through each call, helping the agent feel more confident
- ▶ Agent Assistant is visual and fun, providing positive feedback
- ▶ Leaders actively monitor the right conversations
- ▶ Leaders get engaged on calls and are able to perform a service recovery before the call is over for the patient
- ▶ A Leader may come to the assistance of the agent without even being asked by the agent
- ▶ The agent wants to ensure the Agent Assistant stays green and remains actively involved in not only the information being shared on the call, but also the tone, rate of speech, and sentiment of the patient

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Speech Analytics: Here's What the Team is Saying

"Agents have more confidence, especially new team members, as they can say key words and their pop up happens to guide them through the call." – Eric, Customer Service Call Center Supervisor

"I like everything about it! It's just really helpful!" – Eloise, 6 month tenured Customer Service Specialist

"It's amazing how specific the feedback in the Agent Assistant can be, so I always have a helper on each call." – Kathy, Customer Service Call Center Team Lead

"Agent Assistant is on-point and accurate. Especially, the topic specific ones such as the Financial Assistance process. I also liked the turkey for a good job!" – Samiyah, 2 year tenured Customer Service Specialist

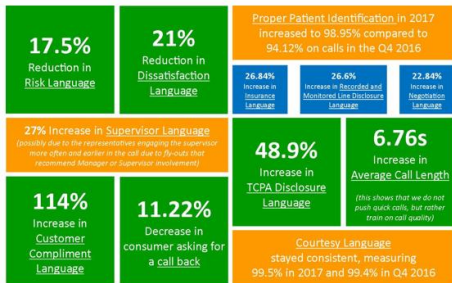
"I like when the color changes and it tells you what is going on with the tone of the call. Also, I like getting the Good Job picture!" – Melissa, 2 year tenured Collection Specialist

"Agent Assistant helps with the timing of what to say on each call and makes sure I have the right call order." – Dominique, 4 year tenured Collection Specialist

"It guides you through the call and is real helpful for new staff or for client information on those calls that I do not see very often." – Craig, 15 year tenured Collection Specialist

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Comparing 90 days Before and After Real Time Speech Analytics



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