

Customer Service

# Customer Service

**Client Type:**  
Health Plan

**Project Scope:**  
Member Experience Improvement

**Duration:**  
10 Months

**Team Size:**  
5 Full-Time Employees

## Problem

This southwestern health plan was experiencing **difficulty handling their call volume**, which was resulting in **long hold times** and **high abandon rates**. A poor experience with a previous vendor that had been brought in to address the issue resulted in a widespread failure to properly handle caller concerns and **poor communication with members**. Deeply concerned about member perception of a health plan, the customer service department needed a fresh start to significantly improve their members' experience.

## Response

Jacobson quickly provided a remote team of **five skilled customer service representatives** – each with a minimum of **five years of health plan customer service experience** (both member and provider, primarily with inbound call center environments). After a short training on the client's specific processes and methods, the staff ramped up quickly and immediately addressed the client's call volume, answering member questions and escalating member inquiries internally as directed by the client.

## Solution

Jacobson's team of professionals **consistently met and exceeded the client's performance expectations** regarding call statistics, management of caller concerns, and overall member communication. In particular, the abandoned call rate and hold times were well below the health plan's expected metrics, **which significantly improved member experience**.