The Covid Surge Experience: Managing the Coming Customer Support Wave

The long awaited Covid-19 vaccines and stimulus payments seemed to bode well for the earliest days of 2021. But like so many other events of this year, the reality soon proved…complicated.

Indeed, the surge of customer support requests generated by concerns and questions about the vaccine and stimulus payments are quickly overwhelming government, financial services and healthcare entities' ability to respond to these or any customers.

Everise has the technology and rapid talent deployment capability to manage the many unknowns causing such customer experience disruption.

The Everise Surge Solution

Everise Surge rapidly deploys technology and talent to meet the exponentially growing support demands from vaccine and stimulus payment rollouts.

We're confident in our ability to succeed, because we already are.

Healthcare brands, state governments and financial services have already entrusted us to manage their urgent surge support, under tight deadlines and at scale.

There are 3 critical areas to plan for:

Everise Surge is:

Rapid: we meet extremely steep ramp windows of between 7 and 14 days.

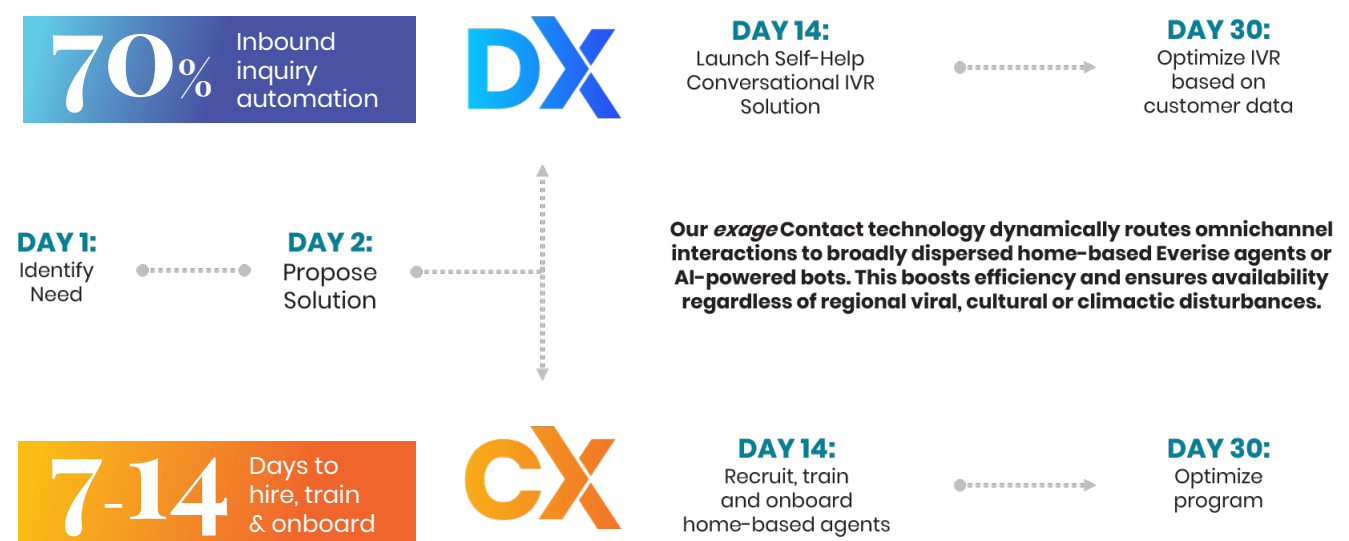**Smart:** conversational AI automates up to 70% of incoming requests.

Omnichannel: we support your patients how they want to be supported.

Secure: we comply with the highest data security protocols.

Resilient: our globally dispersed, home-based workforce and cloud-based tech stack mean we can support you in the face of even severe viral, climate or social disruption and save you up to 65%, compared to in-house teams

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70% Inbound inquiry automation

DX

DAY 14: Launch Self-Help Conversational IVR Solution

DAY 30: Optimize IVR based on customer data

DAY 1: Identify Need

DAY 2: Propose Solution

Our *exage* Contact technology dynamically routes omnichannel interactions to broadly dispersed home-based Everise agents or AI-powered bots. This boosts efficiency and ensures availability regardless of regional viral, cultural or climactic disturbances.

7-14 Days to hire, train & onboard

CX

DAY 14: Recruit, train and onboard home-based agents

DAY 30: Optimize program

A wave of Covid vaccine and stimulus support requests is building on the horizon right now. The need to prepare is urgent. Everise is your ideal surge CX partner.

Contact us today to get our partnership started.

sales@weareeverise.com

EVERISE CX
CUSTOMER EXPERIENCE

CASE STUDY: Staffing up to meet a steep licensed telesales ramp plan

Background

Everise was invited to compete, via RFP, for an opportunity to provide the client licensed agent telesales.

The RFP was subsequently won.

Alignment

Everise achieved the status of foremost outsourced healthcare customer experience provider in large part based on our extreme proficiency in rapidly ramping up capacity levels – including staff with specialized training, such as licensed insurance agents.

This fact informed the client's decision to invite Everise to compete for the expanded engagement.

Lessons Learned

Where there's a will, and a willingness to make an engagement work, there's a way to get there –– even when confronting a challenge as formidable as greatly truncated licensed agent ramp times.

It's this approach to client service that earned Everise a reputation as the can-do BPO, and our dedication has been amply rewarded with exceptional client loyalty and longevity.

CLIENT

Major healthcare payer operating in all 50 states, offering multiple product lines

CHALLENGE

The timing of the RFP was such that Everise was not awarded the new business until mid-May – long after our preferred licensed agent training launch window, normally beginning in March. None the less, upon being awarded the new business, Everise devised and implemented a plan for meeting the client's abbreviated requirement of putting hundreds of licensed agents in production in time for annual enrollment.

STRATEGY

The engagement officially kicked off on May 23, though by then efforts were already well underway to entice existing agents to join the Everise College of Insurance program. By June 21, the first cohort of licensed agents had been trained and hired. Between July 5 and 12, all Wave0 agent training classes convened. These began nesting on August 7 and production on August 12.

Having proved the abbreviated training concept effective, a subsequent wave began training August 29 and entered production by October 15. The final wave entered training on October 4 and then production on November 11.

OUTCOME

Despite the handicap of significantly reduced time in which to recruit and train licensed agents, Everise met all staffing ramp goals without sacrificing reductions in either quality or compliance.

IN THE CLIENT'S OWN WORDS

(Pulled verbatim from the client's Telesales 2020 AEP)

- ✓ Plan achievement extremely consistent week-over-week
- ✓ Minimal noise
- ✓ Low shrinkage
- ✓ Employee engagement
- ✓ Responsive
- ✓ Strong and sustained sales results
- ✓ High energy, competition and engagement
- ✓ Partnership with onsite support

EVERISE SURGE SOLUTIONS

Fluid Covid Response Staffing

EVERISE CX CUSTOMER EXPERIENCE

CASE STUDY: Strategic staffing realignment to reduce the impact of unanticipated Covid support request surges

Background

Among its many offerings, the client sells cruise and travel insurance. With the arrival of Covid-19, the cruise industry was famously devastated, and our staffing was unprepared for the resulting deluge of incoming claims.

Alignment

Everise is extremely proficient at meeting ambitious recruitment and ramp timelines, especially while operating in highly regulated industries faced with strong seasonal manpower pressures.

Beyond the initial ramp, our broad client assortment enables us to crosstrain and temporarily shift resources within our organization to meet other sectors' own seasonal demands without losing the benefit of agent tenure and licensing.

Lessons Learned

The same seasonality that many consider a detriment in the world of customer experience, can also provide unique manpower management advantages, particularly when confronting black swan style unforeseeable events.

CLIENT

Global provider of financial indemnity products, including health insurance

CHALLENGE

To rapidly increase capacity to deal with an unforeseeable surge of claims requests.

The client's unique requirements demanded that these be trained, licensed and background checked individuals - not the sort of employee typically able to be recruited and deployed in less than several weeks, yet the need was immediate and urgent.

STRATEGY

Mid-March, which is when the deluge of pandemic-caused cancellation claims were filed, is a time when many licensed agents trained on the client systems with previously cleared backgrounds are seasonally assigned to other clients.

These were identified and targeted for temporary reassignment back to the client as a means of dealing with the backlog, which had quickly become excessive.

OUTCOME

Within two days, a team of trained, licensed and background-cleared agents was able to be temporarily reassigned from other programs to help alleviate the enormous travel policy claims backlog, thereby preserving the client's positive relationship with their understandably concerned customers.

Claims Caller Queue

	Day 0	Day 1	Day 2	Day 3
100				
50				
0				