

Call Center FCR Best Practice Award Winner

**Gold Award for Recognition Program:
Regence BlueShield BlueCross**

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Regence BlueCross BlueShield Recognition Program Success

Company Description

Regence serves more than two million members through Regence BlueShield of Idaho, Regence BlueCross BlueShield of Oregon, Regence BlueCross BlueShield of Utah and Regence BlueShield (select counties in Washington). Each health plan is a nonprofit independent licensee of the Blue Cross and Blue Shield Association. Regence is part of a family of companies dedicated to transforming health care by delivering innovative products and services that change the way consumers nationwide experience health care.

Regence Call Center Description

Locations

Medford, Oregon
Tacoma, Washington
Lewiston, Idaho

Call Types

General inquiries, benefits, eligibility, claims

Customer Types

Fully insured members and MedAdvantage members

Headcount

Over 350 frontline staff

Contact Channels

Phone, email, live chat

Hours of Operation

Monday through Friday 6am to 6pm PT

Hours of Operation

Approximately 1,325,000 inbound calls annually

Celebrating our Service Heroes

Our Service Hero program is our most successful and longest running recognition program. It not only recognizes the specialists that provide exemplary service, but it also provides a way to highlight the barriers our members face every day with our most senior executives. We identify calls that exemplify the high quality service our team members perform by removing barriers and helping members navigate through the complexity of health care. The winning calls are heard across the company and are used to make changes that enhance our members' experience. Our sales executives also leverage them during presentations for new or renewing groups to demonstrate the level of service their employees will receive as a Regence member.

Any call can be nominated to be a winning Service Hero interaction. Often calls are nominated by a leader as they are listening in to calls and identify a situation where the specialist is truly going above and beyond, but at times peers nominate each other, and a specialist could even nominate themselves. In some cases, the issue is very complex and can involve multiple conversations so the calls are edited to remove PHI and combined to be no more than 12-15 minutes in total length.

The calls are first reviewed by the leadership team in their respective locations to determine which calls will be passed on to the next level review. On a quarterly basis after vetting within each location, the best nominations are sent to the next level review.

The second level of review is held face-to-face in one of the service locations. A day is set aside for the session which is attended by the VP, Director, Managers a selection of local supervisors, and other guest leaders within the company. This group will listen to as many as 20 calls, discusses and ranks each one, and selects the top 5-7 calls which are then sent to the next level.

The final selection is made by our four Plan Presidents and other senior executives. The calls are distributed on CD in advance of the selection meeting. The senior executives listen to the calls and rank them based on the specialists' ability to create a truly outstanding experience for our members. They consider

tenacity in resolving issues, compassion in difficult situations, and the ability to successfully help members understand complex information, often when members are faced with challenging costs they need to manage. During these calls, the presidents often debate their logic in who they recommend as winners, which leads to great conversations around what types of experiences our members receive and what is at the root cause of customer challenges. In some situations that results in executives taking responsibility for driving change. By the end of the session, three quarterly winners are selected.

Each service location celebrates the quarterly winners during an all-employee meeting and one of the winning calls is played to allow the entire customer service team to hear an example of excellent service to inspire them to be a Service Hero. The winners are recognized in front of peers with an enlarged check personally signed by our CEO for five hundred dollars and a personally engraved gold star statue. All runner-ups who make it to the executive level receive a gold star and one hundred dollars. All quarterly winners are highlighted on our intranet site with their inspiring story. The article includes the recorded call and every employee in the company is able to hear the call and read the article highlighting the specialist. This engages all departments to work towards enhancing the member experience by resolving the behind the scene issues.

At the year's end, the twelve quarterly Service Hero winners are flown to Portland for a two day trip. The first day shows appreciation with a fun activity day, gifts and dinner. The winners are able to share their successes with each other and build a stronger comradery with different locations. On the second day, the executive leadership team hosts a luncheon in the executive board room where the winners hear admiration directly from the CEO, Vice Presidents, and Plan Presidents. Prior to the annual event, the executive team listens to the twelve quarterly calls again to select the annual Service Hero winner and it is announced during the luncheon. The annual winner is awarded a prize of four thousand dollars and their story is showcased on our company intranet site.

Everyone is Happy!

Our Service Hero program keeps the focus on our customers and it shows in our results. Our FCR results increased from an average of 74% in 2013 to 75% in 2014 and satisfaction with the representative increased from an average of 77% in 2013 to 79% in 2014. Our internal employee satisfaction is consistently strong and in 2014 87% of our employees stated they are extremely satisfied or satisfied with their job.