

Customer Story: Anthem

Industry

Healthcare Services

Solutions

Service Cloud, Platform & Community

Staff

50+ Employees

HQ Office

Atlanta, Georgia

Anthem provides healthcare throughout the U.S. and is the largest for-profit managed healthcare company in the Blue Cross Blue Shield Association. As of 2018, BCBS has over 40 million members nationwide.



Salesforce Challenges

As one of the largest healthcare insurance companies in the country, Anthem handles a lot of cases on a day to day basis. However, their email case support system was managed manually which became incredibly cumbersome and hindered daily workflow. This resulted in an overly complex support process, preventing agents from resolving cases in a timely manner. Additional challenges faced by the company was the inability to effectively move agents from call to email support since agent skill reallocation/updating could not be done in the current email support system. Further, their support email system was integrated with their security system; meaning that replacing one would require replacing both. This meant that overall data tracking and analysis was hindered on account of laborious work processes.

Access Global Group Solutions

AGG implemented Service Cloud with the following to help support agents:

- ⦿ Custom Service Cloud Consoles to help agents find, update, and create records quickly.
- ⦿ Improved support processes to streamline the support team's workflow.
- ⦿ Process automation to reduce manual efforts and the errors associated with it.
- ⦿ Knowledge articles to promote a comprehensive understanding of system processes.
- ⦿ Solutions Cases are created/defined by type, plan family and other key factors to improve data accuracy.

Additionally, email to case support now accommodates 100 support email IDs. Access Global Group also implemented an agent custom skill assignment console for managers and email case queues based on the priority. Finally, we created Reports & Dashboards for Anthem leadership to accurately track case SLA's & KPI with ease.

Salesforce Results

Agents' workflow has seen a significant increase in efficiency, they are now able create cases through email IDs and are assigned to cases dynamically based on priority and agent profile. Further, support managers can now reassign agents to high traffic case queues, streamlining workflow and collaboration. Because Access Global Group reduced and optimized manual work with automation, Anthem's case resolution times now consistently meet KPIs. Thanks to a Service Cloud implementation, Anthem no longer relies on flipping between tabs and can see multiple components of data on one screen. Finally, leadership can rely on Salesforce as their single source of truth of information when they use Reports and Dashboards to accurately measure ROI.