Delivering Healthy CX is Critical for a Major Plan Provider

Automated Monitoring with Cyara Pulse Improves Incident Management and Customer Experience

Blue Shield of California, one of the state's largest health plans, strives to deliver a great customer experience, each and every time. To achieve this goal, the customer experience (CX) technology systems that serve their 4.5 million members must be up and running 24x7.

One of these key CX systems is an IVR that supports members, providers, and producers, and handles over 100,000 calls each day. Members need access to information about eligibility, claim status, enrollment, payments, and finding providers. Providers require prompt action to confirm patient eligibility and obtain authorization on procedures.

Company: Blue Shield of California

Industry: Health Insurance

Location: California, United States

Company Size: 7,500 employees serving more than 4.5 million plan members

Challenges

- Lack of visibility into the end-to-end customer journey and experience
- Poor coordination between IT and siloed departments
- Difficulty validating regulatory compliance and adherence to mandates related to customer inquiries

Solutions:

- Cyara Velocity
- Cyara Pulse

> "The Pulse Mobile app makes it easy for us to keep on top of incidents and overall system health."
>
> —Richie Gass, Sr. Manager of Telephony and Teleconferencing Services, IT, Blue Cross Blue Shield of California

With patients often waiting in medical facilities to obtain authorization for needed treatment, immediate response through the IVR is critical.

The Need for End-to-End CX Monitoring

Richie Gass, Senior Manager of Telephony and Conferencing Services, knows that meeting members' healthcare needs is job number one. His team is responsible for 24x7 monitoring of the IVR to ensure availability for its high volume of calls and addressing any issues immediately.

Blue Shield of California brought in Cyara to monitor their CX from the customer's perspective by automatically dialing in and following common customer journeys to test that they work as designed. These tests are repeated at pre-defined intervals, enabling Blue Shield of California to identify issues early, often before members and providers experience them.

Prior to using Cyara, members of Blue Shield of California's IT team weren't aware of how the individual pieces of technology, which they monitor at a device level, contributed to the overall customer experience. Cyara helped break these silos down, delivering, for the first time, visibility of their CX across many systems. With Cyara,

the team is alerted whenever an issue in availability, voice quality, transaction completion, or function, occurs. Cyara provides details about the nature of the failure, which may span multiple systems, thereby facilitating collaboration and rapid issue resolution.

Mobile App Enables Incident Management and Visibility into CX Health

Blue Shield equipped its teams with Cyara Pulse as well as the Pulse Mobile app, designed to enable teams to quickly see granular, real-time details about the nature of any failure, including issues that spanned multiple systems. Teams were then able to easily share details of an incident with colleagues responsible for other systems, leading to greater collaboration and more rapid issue resolution.

"We brought awareness to the IT and infrastructure teams to how their part played a bigger role in the whole."

—Richie Gass, Sr. Manager of Telephony and Teleconferencing Services, IT, Blue Cross Blue Shield of California

They no longer needed to rely on a siloed, device-focused approach; the visual dashboard made it easy to clearly see the status of activities and prioritize incidents based on their impact to the business.

BENEFITS ACHIEVED

24x7

Monitoring of all end-to-end customer journeys

Improved IT collaboration for more effective incident management and prioritization

Roll-ups of compliance data through executive-level dashboards

Real-time mobile alerts and visbility into details of incidents, enabling faster issue resolution

CYARA

While this view was incredibly valuable to the IT team for incident management, Blue Shield's leadership team also benefited from an executive-level dashboard view that provided a quick and efficient way to monitor compliance with regulatory mandates related to customer inquiries.

"My engineers get alerts and the technical details they need to resolve the problem quickly, while my executives get a roll-up to understand the big picture and business performance."

—Richie Gass, Sr. Manager of Telephony and Teleconferencing Services, IT, Blue Cross Blue Shield of California

Improved internal collaboration and visibility has resulted in measurable gains in customer experience, as well as the security of knowing that any technical failures or compliance concerns can be immediately flagged and addressed. "Cyara treats us as a valuable partner. They are flexible, responsive, and deliver at lightning speed," says Richie.
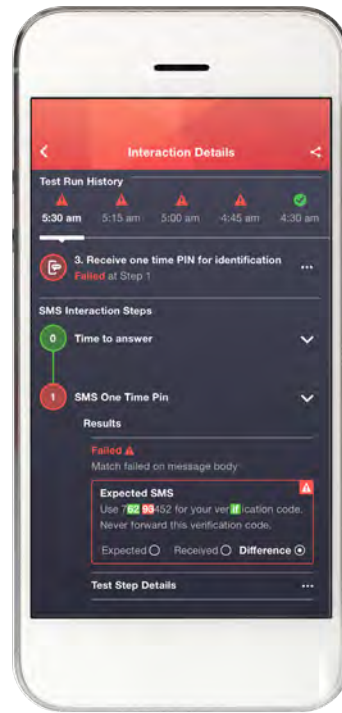
The Interaction Details view provides a detailed view to troubleshoot and resolve issues

The CX Summary provides an at-a-glance view of overall CX performance

Learn More

Watch this interview with Richie Gass about how Blue Shield of California innovates their customer experience.

RICHIE GASS

Customer Smiles. **Delivered at Scale.**

As the world's leading Automated CX Assurance platform provider, Cyara helps you deliver better CX with less effort, cost, and risk. Cyara supports the entire CX software development lifecycle, ensuring enterprises can build flawless customer journeys across digital and voice channels while reducing the risk of customer-facing defects. Every day, the most recognizable brands trust Cyara to help them build better customer experiences faster.

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