

# Blue Shield of California Assures a Great Customer Experience (CX)

## Pulse Mobile App Improves Incident Management and CX

### Delivering a Great CX is Key for Blue Shield of California

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 CX technology systems they use to serve their 4.4 million members must be up and running 24x7. One of the key CX systems is an IVR that supports members, providers, and producers, and handles over 100,000 calls each day.

Members (patients), have important calls about eligibility, claim status, enrollment, payments, and finding providers. Providers (doctors and medical professionals) require prompt action to confirm patient eligibility and obtain authorization on procedures. With patients waiting in medical facilities to obtain their needed treatment, immediate response through the IVR is critical.



#### BLUE SHIELD OF CALIFORNIA AT-A-GLANCE

- One of California's largest health plans for medical, dental, vision, Medicaid, and Medicare
- Not-for-profit, independent member of Blue Cross Blue Shield Association
- 4,387,394 members
- 8,800 employees
- \$17 billion in revenue

### The Critical Need for CX Monitoring End-to-End

Richie Gass, Sr. Manager of Telephony and Conferencing Services, knows that meeting members' healthcare needs is job 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. Two years ago, 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.



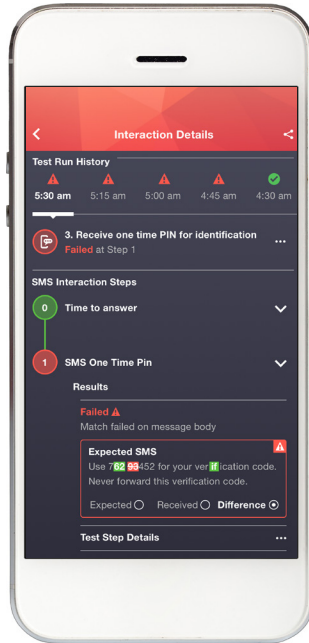
## Pulse Mobile App Enables Incident Management and Visibility into CX Health

Blue Shield of California recently adopted the new Pulse Mobile App, which was designed to make data from Pulse easier to consume, and enable IT teams to better manage their incidents. The IT team found immediate value in the App which gave them granular real-time insight into CX issues, and the ability to readily share the details of the failure with colleagues. The visual dashboard made it easy to see the status of activities and prioritize the incidents based on their impact to the business.

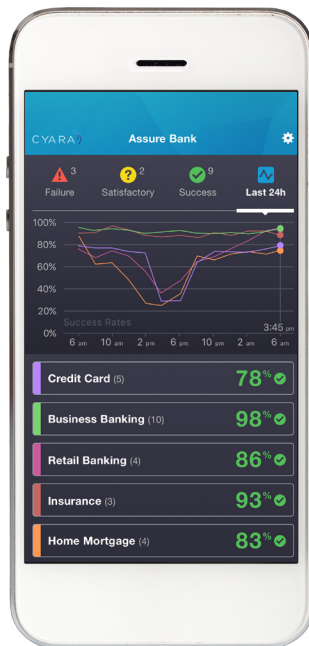
While valuable to the IT audience for incident management, Richie had a need to track and provide visibility to his executive team. Richie asked for an executive level view that could be configured to align to customer journeys and service levels. The Blue Cross Blue Shield Association and various regulatory bodies have very strict mandates around customer inquiry. The new executive dashboard allows for a quick and efficient way to monitor compliance.

Cyara welcomed Richie's input. The suggestions were added to the roadmap and were delivered within weeks. Now Richie will be able to provide real-time visibility into overall CX health and compliance with SLAs to his leadership. Management will be able to see an executive level status of the customer experience for different business lines, that roll up the status of all customer journeys related to that business line. "Cyara treats us as a valuable partner. They are flexible, responsive, and deliver at lightning speed," says Richie.

The Interaction Details view provides the details needed to troubleshoot and resolve issues



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



“ The Pulse Mobile App makes it easy for us to keep on top of incidents and overall system health. It's really flexible, and everyone gets what they need, so they can zero in on their highest priority. The flexibility means that 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 Conferencing Services, IT  
Blue Shield of California



### Learn More

Watch this video to learn more about how Blue Shield of California innovates their Customer Experience.



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**FOR MORE INFORMATION:**

Contact your account executive to learn how we can help you accelerate your CX ahead of customer demands.



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