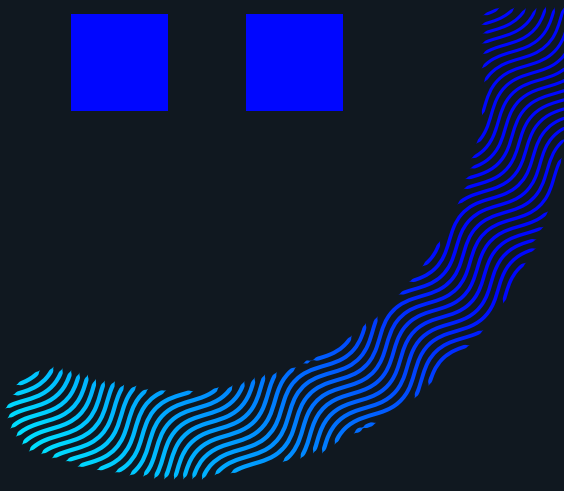


# Case Study



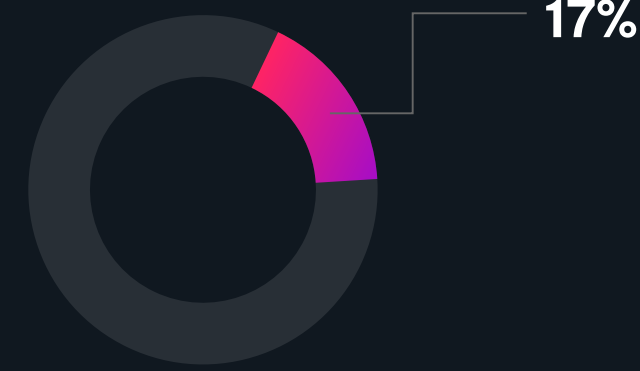
## Evolut Health Renews Listening Commitment with NICE CXone Feedback Management

Healthcare services company Evolut Health wanted to better understand the nuanced needs of healthcare plan members (patients) it serves on behalf of its client insurers and healthcare groups. The company implemented NICE CXone Feedback Management to launch a comprehensive Voice of the Customer survey initiative with the goals of improving both customer experience and employee engagement.

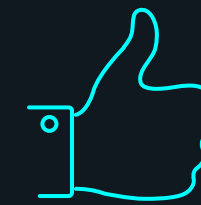


### 17% IMPROVEMENT

Caller surveys report first call resolution improvement of 17%



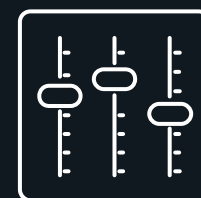
### AGENT TRAINING AND RECOGNITION ARE BASED ON CALLER FEEDBACK



### ENHANCED VISIBILITY INTO FOCUS AREAS PROVIDES ACTIONABLE INSIGHTS



### INCREASED DETAIL IN CALLER FEEDBACK LEADS TO PRODUCT ENHANCEMENTS



## CUSTOMER PROFILE

### ABOUT

Founded in 2011, Evolut Health provides clinical and administrative solutions to payers and providers in the United States. It offers financial and administrative management services, data analysis, managed care workflows, and specialty care management services.

### INDUSTRY

Healthcare

### WEBSITE

www.evoluthealth.com

### LOCATION

Headquartered in Arlington, VA

### AGENTS

645

### GOALS

- Establish Voice of the Customer insights
- Refine understanding of first-call resolution (FCR)
- Gain granular insights into causes for caller satisfaction/dissatisfaction

### PRODUCTS

- [NICE CXone Feedback Management](#)

### FEATURES

- Post-call IVR surveys and open-ended spoken feedback
- Data-driven coaching alerts
- Dashboards for a wide range of stakeholders

## 01 THE BEFORE

### Searching for meaning

Evolut Health has a great deal of data at its disposal about interactions with the healthcare consumers it serves on behalf of clients in commercial, individual, Medicare, and Medicaid markets. But beyond contact center operational metrics, Evolut struggled to surface valuable insights from those interactions.

Lacking a formal post-call survey process, Evolut found it difficult to categorize the reasons a caller might be dissatisfied, particularly those the organization could control (such as agent knowledge and call queue service levels) from those out of its control (including healthcare provider policies and benefit coverage decisions). Even first-call resolution (FCR) relied on a proxy measure of caller ticket status.

## 02 DESIRE TO CHANGE

### A re-commitment to core values

Leadership changes at Evolut triggered a re-examination of the company's stated priorities. It quickly became clear that the real-world caller experience didn't perfectly align with Evolut's goals, particularly when it came to listening and responding to needs. "Are we really listening? We obviously have data, we document calls, but it was all from the agent's perspective. We were not getting the pulse or the voice of the customer," said Christina Za, Evolut Health customer service vice president. "How can we call 'listening' one of our values if we're not listening in all the ways we can?"

New senior management, including an incoming chief technology officer, encouraged the customer service operation to add resources as needed to expand and improve Evolut's ability to listen and respond.



## 03 THE SOLUTION

### Short surveys, long on opportunity

Working with NICE, Evolut Health implemented CXone Feedback Management to add two brief post-call surveys, including both multiple-choice and open-ended, free-response questions. The multiple-choice options poll on agent performance (including service quality, efficiency, and courtesy) and assess the resolution status of the inquiry, while the free-response section invites callers to expand on their experience with the agent.

Results can be flagged for coaching review and aid in role-specific root cause analysis. Broader metrics are published on internal dashboards, which have been enhanced by a clearer understanding of real FCR and better granularity of Evolut's contributions to overall customer satisfaction. Callers have opted in to the surveys at a high rate, providing a significant and broad range of responses and insights.

## 04 THE RESULTS

### Seeing the bigger picture

Evolut acted quickly on the fresh Voice of the Customer insights. Survey data has uncovered new areas of focus for agent training and ongoing development, as well as product development suggestions Evolut shares with its healthcare clients. Evolut continues to refine its agent scorecard with the insights delivered through the survey process and uses positive feedback to encourage and recognize agents for superior service.

Putting the FCR question clearly in front of the caller has also radically changed Evolut's understanding of true performance in that department. The caller-reported FCR figure was substantially higher than the rate Evolut calculated based on internal ticket handling, giving the operation a better understanding of true caller needs and outcomes. "The survey metric is infinitely more valuable as it is the most accurate predictor of customer satisfaction, and of the propensity of the caller to continue calling for the same issue," Rolland said.



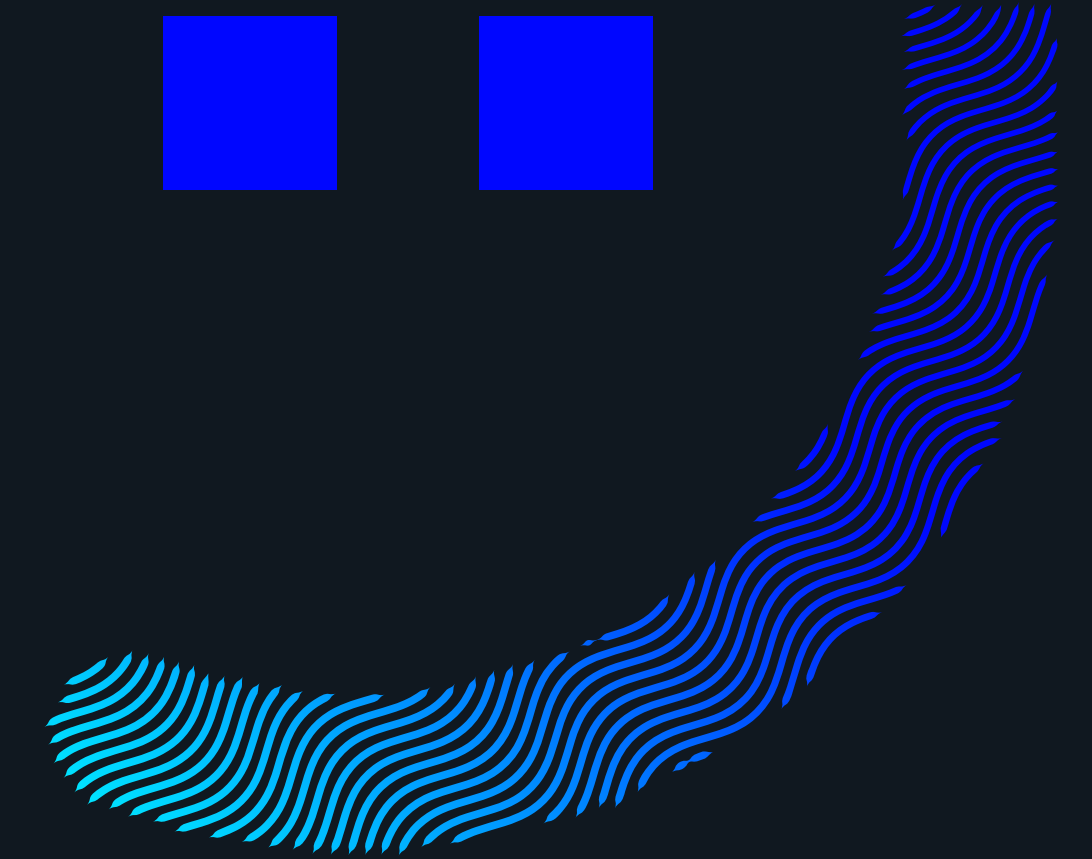
## 05 THE FUTURE

### Multi-channel, automated insights on the horizon

The survey solution has remained a robust source of data even as Evolent brought in a major new client, tripling average daily call volumes. In the near future the company will expand the survey program to email and SMS channels and launch text analytics to derive more insights from free response answers. These insights will assist Evolent's development of end-to-end customer journey analytics.

“NICE CXone Feedback Management helps Evolent challenge ourselves and look for innovative ways to really meet a caller's needs. It also gives us golden opportunities to provide agents with compliments from callers.”

CHRISTINA ZA  
CUSTOMER SERVICE VICE PRESIDENT  
EVOLENT HEALTH



### About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

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