

CONTACT CENTER ENCOUNTER SUMMARY REPORT



**Pre-Launch week 1
September 3-6**

**1-855-532-5465
TTY/TDD 711**

Contact and Hours of Operation

Contact Center Numbers:

1-855-532-5465

TTY/TDD 711

Hours of Operation:

Pre-Launch (September 3 thru 30): 8:00 a.m. -6:00 p.m. (M-F)

Open Enrollment (October 1 thru March 31): 24/7

Regular hours outside of enrollment (April 1 thru Sept 30): 8:00 a.m. – 8:00 p.m. (M-S)

Contact Center Call Volume/Activity

The Contact Center went live on September 3, 2013 with a Soft-Launch providing general information about the ACA and general overview of DC Health Link so that Citizens and Small Businesses could prepare for upcoming open enrollment, which will begin on October 1, 2013.

- Overall our contracted Customer Service Representatives (CSRs) performed well and handling the following call volume:

| <u>Calls Received</u> | <u>Average Speed to Reach a Representative</u> | <u>Average Conversation Length</u> | <u>Customers who abandoned before reaching a Representative</u> |
|------------------------------|---|---|--|
| 222 | 31 seconds | 3.2 minutes | 22 |
| <i>Includes test calls</i> | | | |

The Center's CRM Activity

In addition to the DC Access System (DCAS) which will manage enrollment and eligibility, the Center has deployed Salesforce.com, which is one of the leading Customer Relationship Management (CRM) tools in the industry and through which we will begin to build a robust knowledge base to guide and improve our overall service. Below are the topic areas that were tracked during the initial week.

| <u>Call Topics</u> | <u>Customer Phone Numbers in System</u> | <u>Customer Emails in System</u> | <u>Total Contact Points</u> |
|--|---|----------------------------------|--|
| General Information | 57 | 2 | 59 <i>(subset of voluntary info. Calls)</i> |
| Individual Eligibility & Enrollment | 11 | 0 | 11 |
| SHOP Eligibility & Enrollment | 8 | 1 | 9 |
| Medicaid/Alliance Eligibility & Enrollment | 4 | 0 | 4 |
| Dissatisfaction w/Medicaid | 1 | 0 | 1 |

Contact Center Staff

The Contact Center is staffed and managed by our Contact Center Contractor, Maximus. This company is responsible for hiring and training staff. To-date they have hired 23 CSRs, of which 87% of the CSRs are DC Residents.

Additionally, one third of the candidates are bilingual with Spanish and Amharic proficiency.

| DC Resident | Ward | Bilingual (List Language) | DOES Candidate |
|-------------|------|---------------------------|----------------|
| | | | |
| Yes | 5 | | No |
| Yes | 8 | | No |
| Yes | 7 | | No |
| Yes | 7 | | No |
| Yes | 6 | | No |
| Yes | 5 | | No |
| Yes | 4 | | No |
| Yes | 1 | Spanish | No |
| Yes | 4 | Arabic, Amharic | |
| Yes | 7 | Amharic | Yes |
| Yes | 5 | Spanish | Yes |
| No | N/A | | No |
| Yes | 7 | | No |
| Yes | 4 | | No |
| Yes | 1 | | No |
| Yes | 8 | | Yes |
| Yes | 8 | | No |
| Yes | 5 | | No |
| No | N/A | Spanish | No |
| Yes | 4 | Amharic | Yes |
| Yes | 8 | | Yes |
| Yes | 3 | Spanish | Yes |
| No | N/A | | No |