

Case Study

AvMed tackles call center complexity with Upland Panviva



INDUSTRY
Healthcare

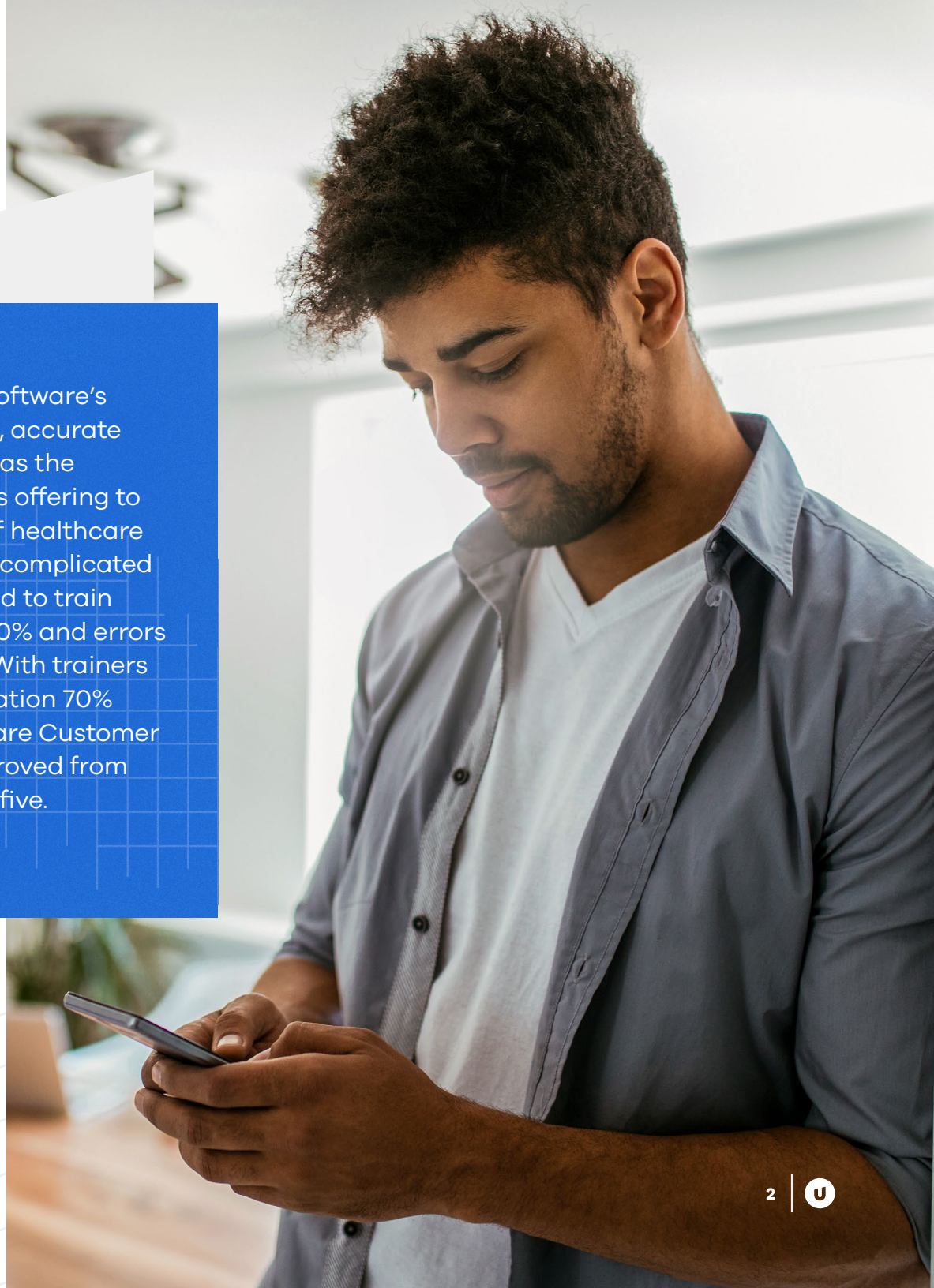
COMPANY

AvMed
Miami, FL
avmed.org

AvMed has provided health care coverage to Florida citizens and businesses for over 40 years, working with small and large employers in most major markets around the state.



AvMed used Upland Software's Panviva to deliver fast, accurate information to agents as the company expanded its offering to include a new range of healthcare plans. Even with more complicated plans, the time required to train agents has fallen by 40% and errors have declined with it. With trainers able to update information 70% faster, AvMed's Medicare Customer Service score has improved from four stars to a perfect five.



How can you improve customer experience while your business gets more complex?

Home-grown couldn't keep up.

In the early days, when AvMed was an HMO, call center agents used a simple, home-grown system to find the information they needed. But when AvMed grew to offer a new range of plans, the existing system couldn't handle the variation. Agents struggled to find answers, driving talk times up and accuracy down. Customer experience has always been core to AvMed, so the deteriorating situation was simply unacceptable. They needed a better way.

With Panviva, AvMed built a solid foundation.

Panviva's implementation team was instrumental in helping AvMed to organize their processes and set up necessary content. And though Panviva's specialists were there to help through the years, the AvMed team was soon fully empowered to manage the system on its own. From trainers to agents, everyone in Member Services was able to cut time spent on busywork and increase their focus on delivering top-notch customer experiences.

"What did we do before? I've said so many times, we just couldn't run our call center without it."

– Peggy Kidd

Quality Assurance Manager for Member Services, AvMed

Agents get trained 40% faster using Upland Panviva

Through implementation, AvMed designed a better approach.

Panvia's team arrived on the scene immediately, helping the AvMed Member Service Department to organize their call processes and teaching the team how to develop content for the system. Peggy Kidd, Quality Assurance Manager for Member Services at AvMed, was impressed by Panvia's service and support. "They left us fully trained so we can maintain and add new content to the system on our own," she says. But they didn't leave the AvMed team to fend for themselves. "I've never known another company to continue providing that level of personal assistance two years later!" says Peggy.

With Panviva, cutting time hasn't meant cutting quality.

Time savings abound for AvMed Member Services. Call times are down, as is the time it takes to train new agents. Before, new hires had to spend six weeks in training before ever picking up a phone, but today that time has been cut nearly in half. Trainers have seen even more dramatic drops in their time spent keeping the system updated.

Shorter timelines haven't cut the quality of customer service. Quite the opposite: AvMed's Medicare Customer Service rating rose from a laudable four stars to an

outstanding five. Agents' ability to access accurate information has slashed service recovery payouts—incurred when incorrect benefits are quoted—and improved staff morale and retention.

Results for AvMed

**40%
reduction**

In time required to train new call center agents

**5-star
Medicare rating**

In customer service after implementing Panviva

**70%
decrease**

In time required to keep systems updated

Upland helps global businesses accelerate digital transformation with a powerful cloud software library that provides choice, flexibility, and value. Our growing library of products delivers the "last mile" plug-in processes, reporting, and job specific workflows that major cloud platforms and homegrown systems don't provide. We focus on specific business challenges and support every corner of the organization, operating at scale and delivering quick time to value for our 1,700+ enterprise customers. To learn more, visit www.uplandsoftware.com.