

# CASE STUDY | PROGRAM ADMIN OPERATIONS OPTIMIZATION

## DELIVERING AN END-TO-END OPERATIONS TRANSFORMATION

### ABOUT THE CUSTOMER

A national program administrator based in California with over 30 years of experience provides products and programs for personal, commercial and specialty lines.

### THE CHALLENGE

Around 75% of insurance organizations ReSource Pro works with lack metrics around their operations, even though having these metrics provides foundational insight into a business. Establishing metrics is often the first step for ReSource Pro's Operational Advisory (OA) team, a group of seven consultants providing creative solutions to insurance organizations.

The OA team consulted with a national program administrator experiencing tremendous customer service issues. Complaints about long wait times from the program administrator's call and service centers were mounting, as was a backlog of 350 unfinished cases. Additionally, the chaotic scene and paucity of performance data created a revolving door of employees.

### THE SOLUTION

The program administrator sought out ReSource Pro to improve customer service, tap into industry best practices, and free up employees for higher-value work. The OA team introduced industry standard Contact Center and service request processing metrics to strengthen the overall service delivery model.

Additionally, to smooth out the process as the program administrator made the transition from in-house operations to leveraging ReSource Pro's service delivery centers in Nebraska, China and India, the OA team provided a two-day, on-site Change Readiness Workshop.

### THE RESULTS

The program administrator experienced transformational improvement, achieving an average speed to answer of under 30 seconds, a call abandonment rate of less than 4% (the global metric is 5-8%) and a 15% reduction of service calls within a four-month period. The daily backlog was reduced from 350 cases to only 30. Over the long term, having a strong service model helps the program administrator to focus on strategic initiatives to grow the business.

### CUSTOMER PROFILE

National program administrator

### BUSINESS NEED

Improve customer service, track performance data, increase employee retention

### SOLUTION

Operational Advisory services to consult on industry standards for call center metrics, strengthen service delivery model and deliver change management workshop

### THE IMPACT

- Average speed to answer dropped to under 30 seconds, with a call abandonment rate of <4%
- Daily backlog reduced from 350 cases to 30

The program administrator's teams also felt a positive influence from the redesigned workflow. At one on-site, an employee whose function for the last 10 years would soon be replaced by a ReSource Pro employee said she felt anything but threatened. She was now empowered to take on more complex, client-facing work, which kept her engaged and invested in the company.

After this successful case, the program administrator expanded its partnership with ReSource Pro and will continue to improve the customer experience, revenue and employee happiness.

## RESULTS WITH IMPACT

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Daily backlog of cases  
**reduced** from



**15%**  
**decrease**

in service calls  
over 4 months



**4%**

Call abandonment  
rate, below 5-8%  
global metric

### ABOUT RESOURCE PRO

ReSource Pro brings to the insurance industry tools, technology and strategic services that enable profitable growth through operations excellence. Headquartered in New York, ReSource Pro's global service centers address client operational needs around the clock. Recognized as an industry thought leader and listed as one of Inc. 500/5000 Fastest Growing Private Companies annually since 2009, the company is renowned for its focus on innovation, service excellence and trusted partnerships, and its unique productivity platform for insurance operations. Over 5,000 ReSource Pro employees provide dedicated support to hundreds of insurance organizations, consistently achieving a 97% client retention rate for over a decade.

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### FOR MORE INFORMATION

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