**2020 ATDKC Excellence in Practice Awards**

**Category: Performance Improvement**

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| **Blue Cross Blue Shield’s Spira Care Customer Service Training Program** |
| **Challenge:** |
| We wanted to align the current Spira Care Customer Service training program and track performance along the way. To make the training program a success we had to overcome three challenges:     * Time constraints- Spira Care Centers were opening at a rapid pace and often opened sooner than anticipated. We were originally training the bare minimum of skills so that we could get the Care Guides in the Care Centers as soon as possible * Role changes- originally there was only one Care Guide role but as Spira Care expanded it was determined that a Care Guide should have multiple roles, so we had to redesign our program to fit all customer service roles within the Care Center. * No Assessments- we originally only had basic knowledge checks to determine the performance of the Care Guides. We needed to quickly figure out a way to implement an assessment of the customer service skills that met the Spira Care, member focused model. |
| **Action:** |
| A new program was designed and launched in March of 2019. The new training program included:   * Four additional classes. These classes were created using Customer Resolution Delivery Model outlined in the World Class Experience guide. Focused on specific customer service skills, these classes provide the Care Guides with tools to provide elevated customer service to the Care Center members. * An additional two weeks of training. where Care Guides were in the live environment providing support to the Care Centers in a supported environment * Multiple mock calls and mock scenarios sessions, allowing the Care Guides practice time before transitioning to the live environment. * Skills assessments focused on customer service skills like empathy, and personal connections * Technical classes redesigned to revolve around the Customer Resolution Delivery Model (soft skills infused with the technical skills) Ø Fridays in the Care Center for observation and practice of the skills acquired during the week. |
| **Result:** |
| Once the program was redesigned, we acquired results via surveys with both our members and our Care Guide participants in the training program. We also reviewed the Google reviews posted on each Care Center. The results showed that our member satisfaction rose when our Care Guide’s performance improved.  By December 2019:   * 99% of members feel welcomed by our Care Guides upon entering a Care Center Ø Member confidence upon leaving Spira Care rose from 88% to 97% which was 9% (from mid-March to December of 2019) * Member satisfaction rose from 92% to 98% which was a 6% increase from mid-March to December of 2019 * Post-program survey results showed that the level of understanding went up from 41% to 61% and 100% of the participants felt the amount of training was just right. * The training program has a 92% NPS * Google reviews showed an upward trend towards the later half the year |