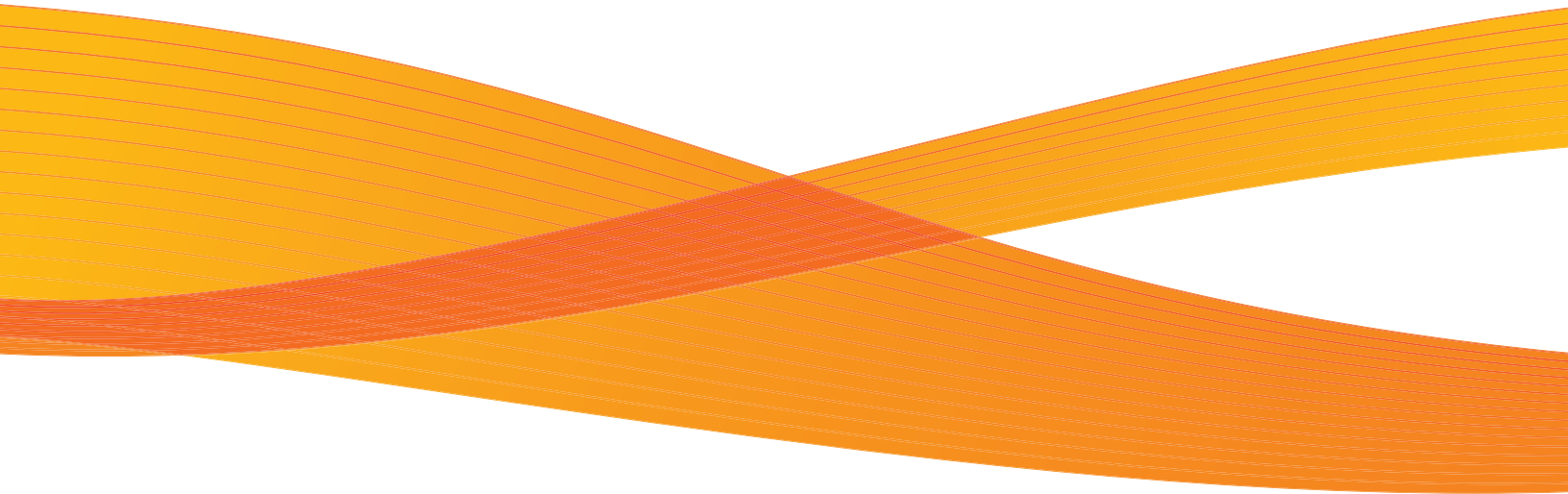


# When a complex Medicare program launched, a healthcare provider found a prescription for service.

By partnering with us to provide customer service, the company enjoys 97 percent quality scores from its very satisfied callers.



# Based on the success of our customer service solution for its Medicare Part D launch, the client continues to expand its relationship with us.

## The Challenge

When the Medicare Prescription Drug Improvement and Modernization Act of 2003 ushered in the most comprehensive drug benefit ever offered under Medicare, a major healthcare provider knew it couldn't handle customer service alone. The magnitude of the program launch – in a short period of time, and with no historical data for comparison – was unprecedented in the client's history. It turned to us as its strategic partner to provide the speed, flexibility and commitment to customer service to support the complex new Medicare Part D program.

## The Solution

First we worked with the client to train its people on the program, tools, client culture and senior sensitivity. Intensive training delivered the high level of expertise needed to support the complicated program. Mindful of the mature audience and the confusing topic, we insisted that our domestic call centers be IVR-free; every caller would speak to a live agent.

When call volumes and handle times doubled expectations, we worked with the client to make a quick course correction. It committed to providing callers with complete and understandable information, rather than moving them quickly on and off the phone to meet service levels.

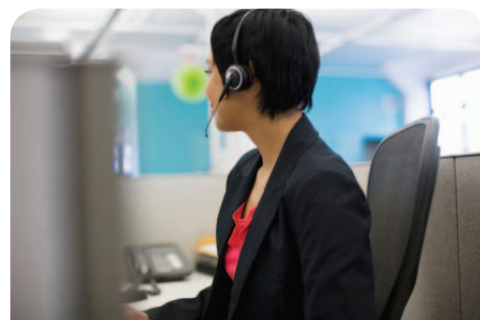
## The Results

The easily quantifiable results of the partnership are very impressive. We:

- Handled 84 percent of Medicare call volume
- Provided 75 percent of the client's Mature Market program resources
- Achieved steady growth in Medicare Part D
- Reduced average speed to answer (ASA) to 30 seconds
- Achieved consistent quality scores of 97–98 percent, exceeding client expectations.

The partnership has proven so successful that the client views us as part of its team. Based on the success of the Medicare Part D launch, the client continues to expand its relationship with us.

You can learn more about us at [www.xerox.com/businessservices](http://www.xerox.com/businessservices).



**Sector:** Healthcare Payer

**Solution:** Rapid Launch, Respectful Service

**Client:** Leading Healthcare Benefit Provider

**Challenge:** Unprecedented Medicare Part D program launch

**Results:** Satisfied, informed customers/expanded partnership

## The Bottom Line

When the Medicare Prescription Drug Improvement and Modernization Act of 2003 ushered in the most comprehensive drug benefit ever offered under a Medicare program, this seasoned health care provider knew they could not withstand the impact of this monumental program alone.

The company turned to Xerox to develop a solution to support this complex health benefit for the mature market. Along the way, these partners discovered the true meaning of flexibility, customer service – and partnership.