



CLIENT NAME: COVENTRY HEALTH CARE/PARTNER WITH CHENEGA

In May of 2013, Coventry Health Care became a part of Aetna. We are excited to join together with common values and a common mission: empowering people to live healthier lives. Together, we are developing solutions to improve the quality and affordability of health care.

CHALLENGES:

Coventry had multiple, disparate primary administration systems inherited through mergers and acquisitions. The multiplicity of data sources and lack of standardization adversely impacted the organization's productivity and operational efficiency. The challenges in accessing data and consequent longer information access times led to reduced call center efficiency and customer satisfaction. In order to achieve their objectives, Coventry needed a call center system that would automate the allocation of work to the team, as well as analyze performance data. In addition, there was a pressing need to provide the call center agents and management with an accurate and comprehensive view of customer data so that retention campaigns could be better targeted and more effective.

SOLUTIONS:

Akvarr implemented a Salesforce CRM solution to improve the customer experience and retention rates. We assembled a multidisciplinary team of professionals to collaborate with Coventry on devising a Salesforce implementation strategy. We conducted a due diligence exercise as part of the discovery phase to capture the features and functionalities required by the business and identify the gaps in the existing system. The engagement was the first Salesforce implementation for the company. We executed this end-to-end project with a wide range of functionalities and data migration effort, within a short period of five months, on time and within budget. The new Salesforce Call Center of Excellence guided and supported the delivery team throughout the engagement with their knowledge of standards and best practices for Salesforce implementations.

RESULTS:

With Akvarr's new Salesforce, we helped Coventry to transform the retention department of the company into a standardized, process-oriented organization with automated processes and agile service capabilities. At the operational level, measurable and quantifiable benefits were realized within a month project launch. The solution increased the total retained annual premium income by over \$12 Million and increased the customer contact rate by 7% over the first 12 months. Other key benefits were:

- Collection of the key customer information in a single database.
- Ability to retrieve relevant customer information within seconds.
- Alerts and automation of workload allocation improved employee productivity.

The successful implementation of the CRM solution, has led to Coventry exploring new avenues for deploying efficient processes in its other departments as well.