

The Challenge

This Fund is one of the top 10 health funds in Australia. Despite its recognised service capabilities and consistently high customer satisfaction ratings, there continued to be individual situations where attrition was triggered by the organisation doing things that frustrated their customers.

They needed to systematically eliminate the cause of customers dissatisfaction

Key Points

- Data enabling quick management of contact demand issues
- Track and manage improvement initiatives and BAU activities
- Drives greater collaboration across the business on issues that detrimentally impact the customer experience

Our Solution

LimeBridge implemented the Skyline contact demand management process that enabled the organisation to track the volume of calls by contact reason. This process enabled the organisation to:

- ▶ Drive accountability across the business for contact demand
- ▶ Focus spend / investment on improvement initiatives that provide value for the organisation and has a positive impact on customer experience and attrition
- ▶ Reinvest resources in a retention team and programme to handle members at risk

The Results

After only four months from implementation, the company has seen a 16% reduction in calls and a 20% increase in retention of 'at risk' customers.