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ANALYTICS GYM®

CASE STUDY
R SYSTEMS ANALYTICS

A Top Healthcare Services Provider In
The US Improved Their Net Promotor
Score (NPS) With **R Systems Analytics**

analytics.rsystems.com

Client Overview

The Client is a market leader in providing healthcare services in the US. Serving over **30 million** individuals across the country, the client covers a wide spectrum of healthcare products/ services. Its portfolio is a fusion of managed care products like Preferred Provider Organizations (PPOs), Health Maintenance Organizations (HMOs) and Point-Of-Service (POS) plans.

They also cover a range of specialty benefits, viz. group life & disability insurance, pharmacy benefits & dental, vision and behavioral health benefits.

Problem Statement

- Continuous decline in the Net Promoter Score (NPS) for over a year
- Client wanted to discover reasons for low customer rating
- NPS Surveys rated the client poor, on factors like effective communication, service quality and efficiency
- Threat to client's market share due to the incessantly growing healthcare retail market (Customer Churn)
- Rising Competition compelled client to look for innovative ways to optimize customer interactions and experience

The Start: Low NPS Root Cause

- The Root Cause Analysis (RCA), required us to analyze the call data, including data from sources like CRM, feedback surveys, etc.
- The text transcripts given to us was unstructured and required pre-processing and cleansing for further analysis and modelling

Our Solution: Analytics GYM[®]

► Data Science

Our Analytics Consulting Engagement

The STEPS:

- a. Business Understanding/ Use
- b. Data Understanding/ Use
- c. Analytics and Assessment
- d. Implementation

The Approach

- a. Analyze diverse datasets and get them in structured uniform format
- b. Predict NPS with better accuracy and extract valuable insights with the built-in predictive analytics

Analytics GYM®

Methodology

- Interviewed key stake holders in customer support and operations
- Evaluated existing data infrastructure
- Assessed existing analytics and technology capabilities
- Provided the right analytics approach to achieve the vision of lower NPS
- Project scoping, planning, development and communication with stakeholders during the entire project lifecycle

Scope Delivered

- Analyzed every call taken by agents for three consecutive months and evaluated data from sources like CRM, feedback surveys, etc.
- Identified patterns / events leading to the customer dissatisfaction and predicted dissatisfied accounts with a high level of accuracy
- Predicted NPS performance at the agent, call center and campaign level
- Approached customers who were dissatisfied and passives, unable to recommend the company to anyone
- Recommended suitable remedies for detractors & passives and targeted coaching areas for agents
- Provided deep insights on customer needs, expectations and issues

Business Outcomes

Due to R Systems' Analytics Gym Data Science engagement, with actionable insights and predictions, the Client witnessed a drastic surge in its NPS. This Graph shows a 'Before and After' analysis of NPS trends.



Prior to engaging with R Systems, the NPS had a negative trend

Post our consultation, the NPS spiked to 24% in Q-5, from 18% in Q-4, which further increased to 29% in Q-6

The improved NPS in turn, led to up to a 20% increase in Client's revenue