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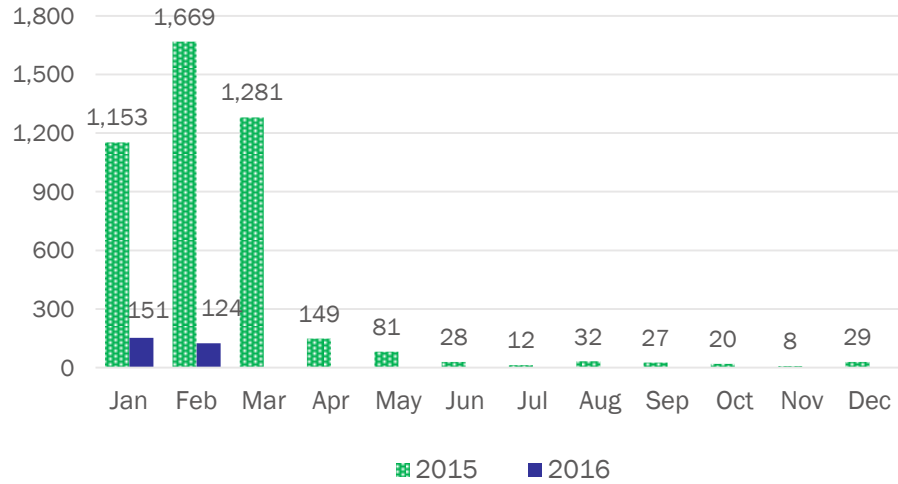
# **Executive Director's Report: Customer Experience Update**

Board of Directors Meeting, March 10, 2016

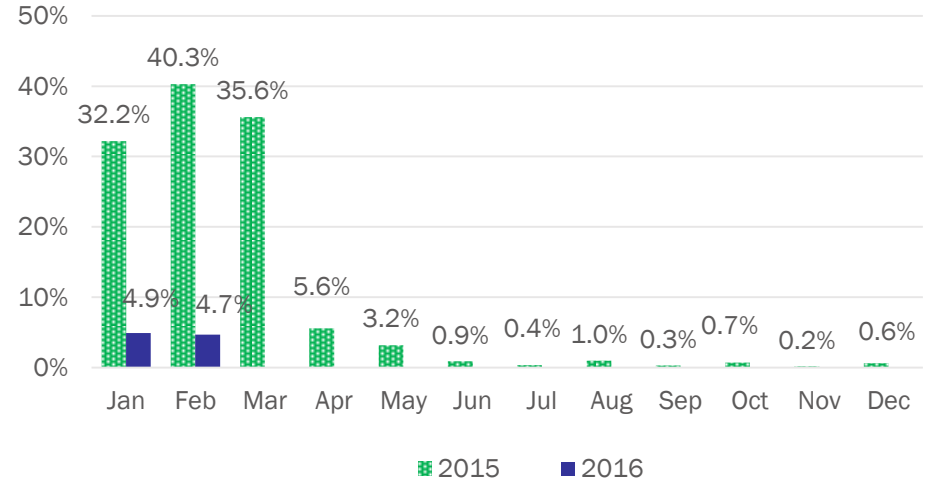
# Service Center Performance



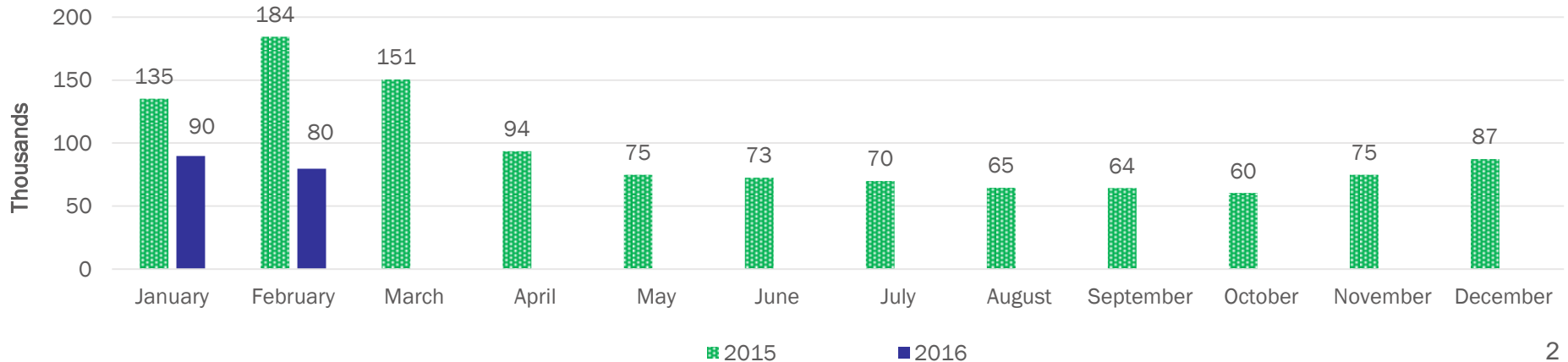
### Average Speed to Answer



### Abandonment Rate



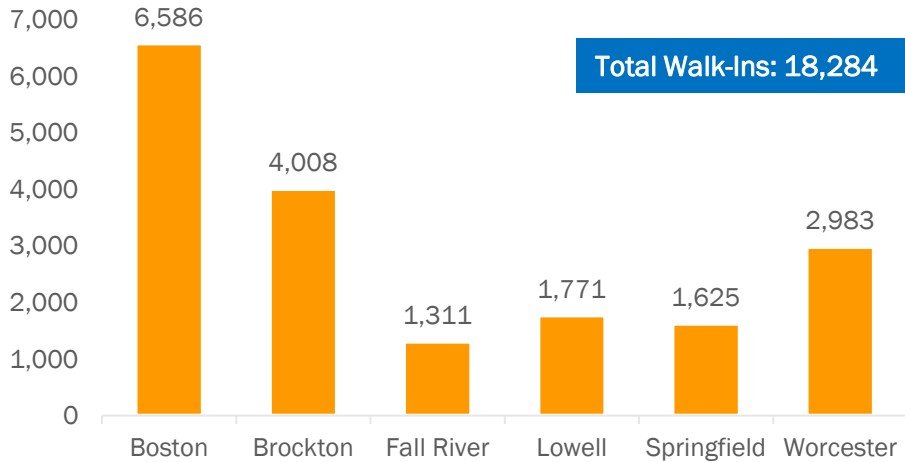
### Call Volume (2015 v. 2016)



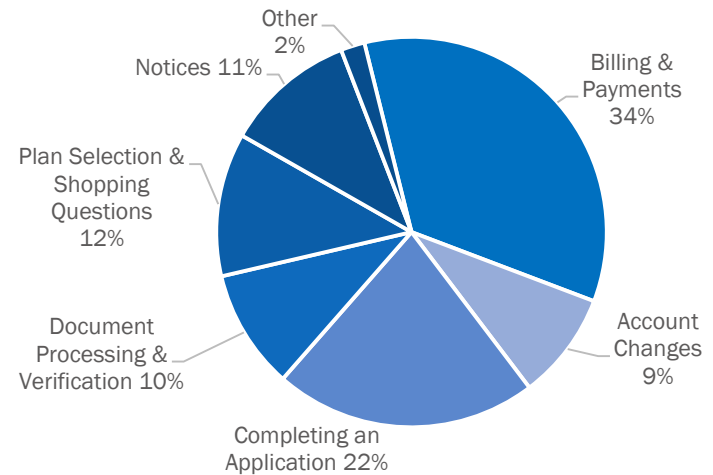
# Walk-In Center Performance (November 1, 2015 to February 29, 2016)



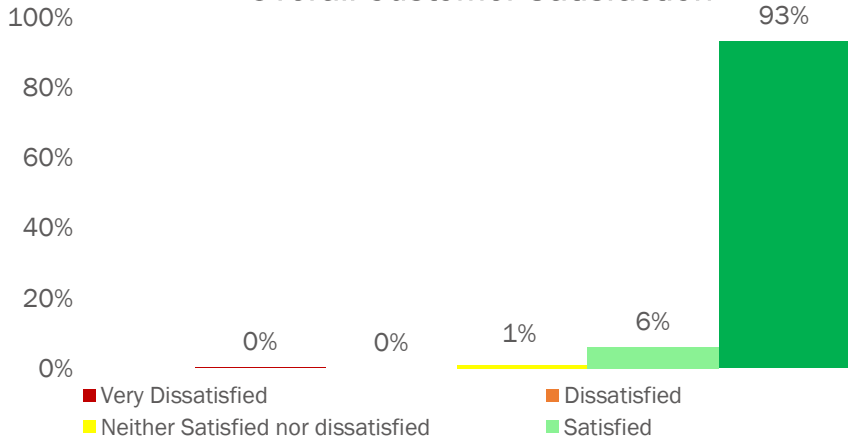
Walk-Ins by Location



Reasons for Walk-In



Overall Customer Satisfaction



\* On a scale of 1 to 5, with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with the overall service provided to you by the Health Connector today?

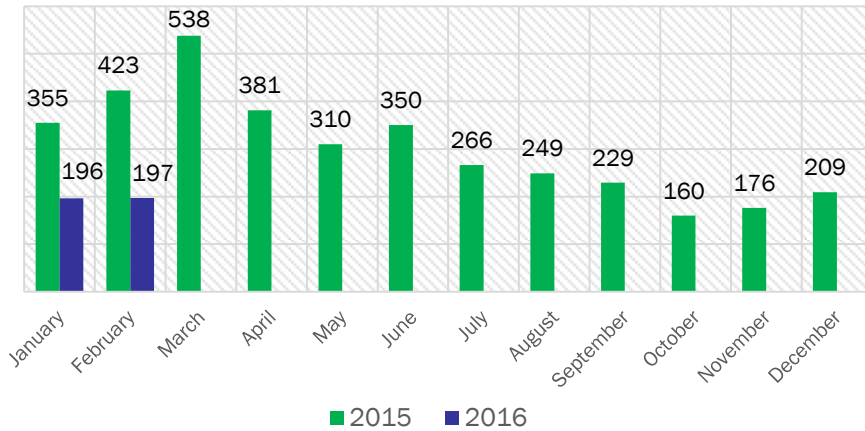
Temporary Walk-in Center Extension

- Temporary walk-in centers were extended for the month of February. By reducing staffing and adjusting hours to a more “typical” workday, we were able to keep them open at no additional cost
- Average monthly Open Enrollment walk-in volume at temporary sites: 1,928
- February walk-in volume at temporary sites: 623
- We will be using this data in the coming weeks to determine how to structure this program for the 2017 Open Enrollment period

# Ombudsman & Urgent Cases

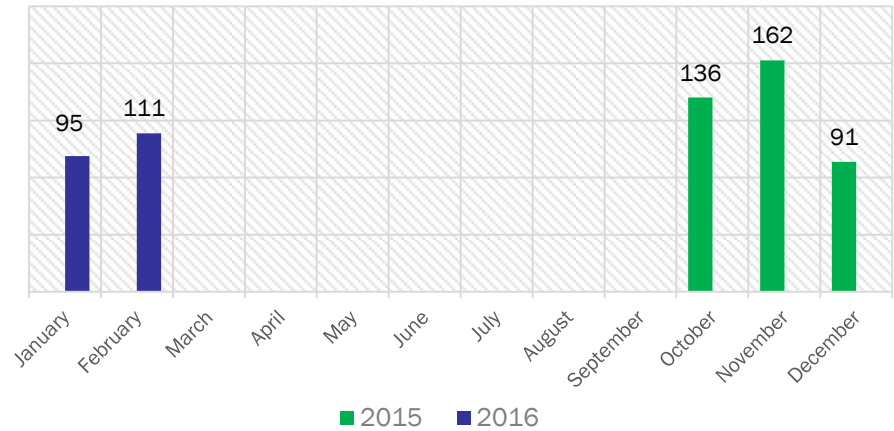


Number of Urgent Services Cases Received (Monthly)

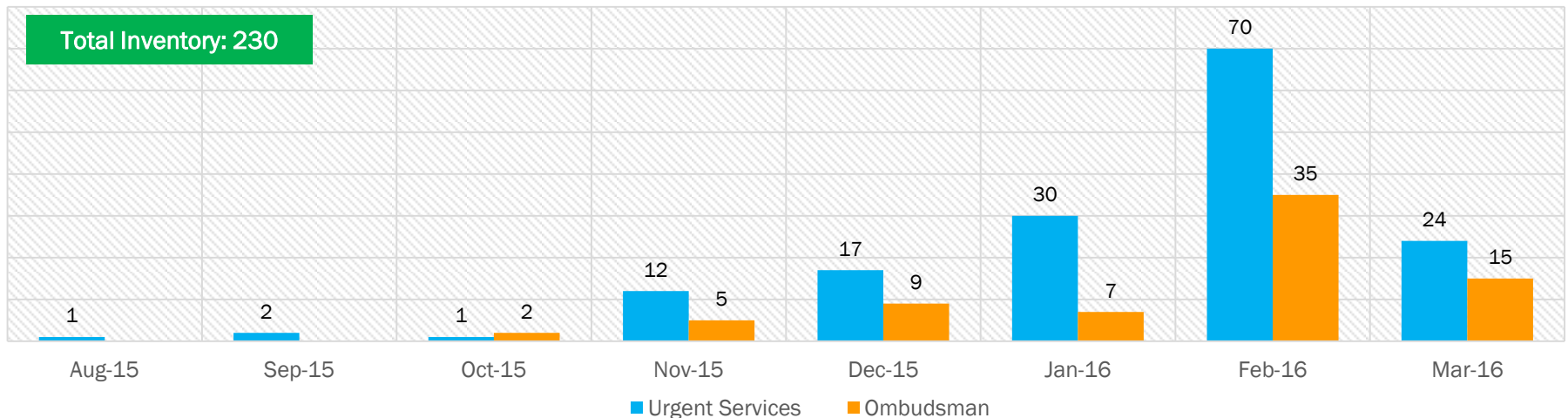


Number of Ombudsman Cases Received (Monthly)

Program launched September 28, 2015



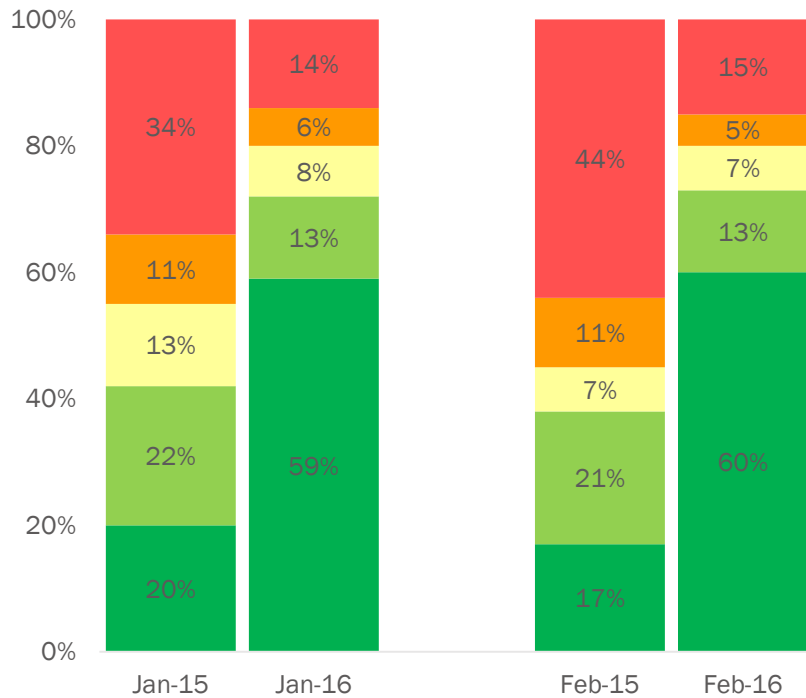
## Inventory Aging



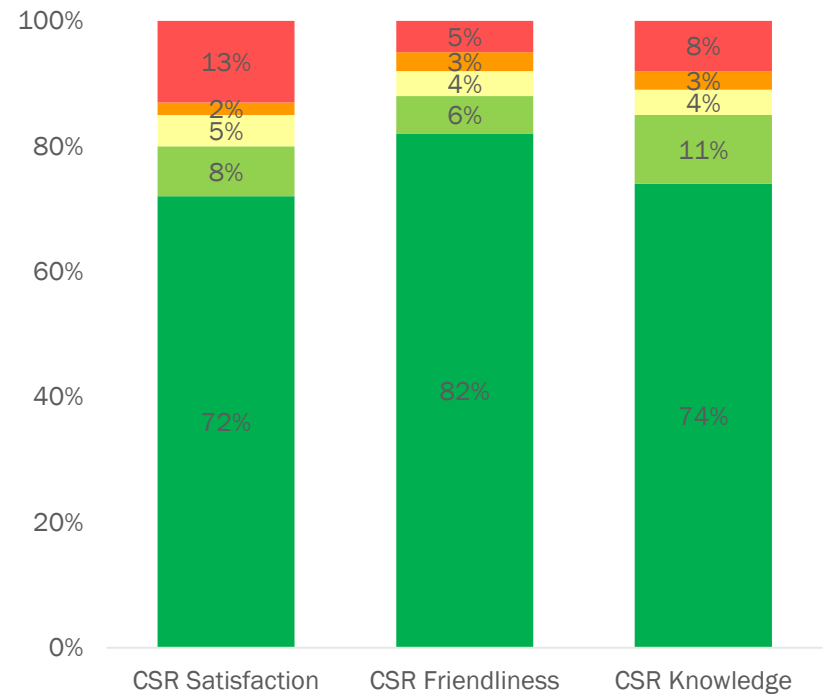
# Call Center Satisfaction Survey



Customer Satisfaction – Jan & Feb 2015 v. 2016\*



Customer Satisfaction Score – Feb 2016



■ Very Dissatisfied    
 ■ Dissatisfied    
 ■ Neither Satisfied Nor Dissatisfied    
 ■ Satisfied    
 ■ Completely Satisfied

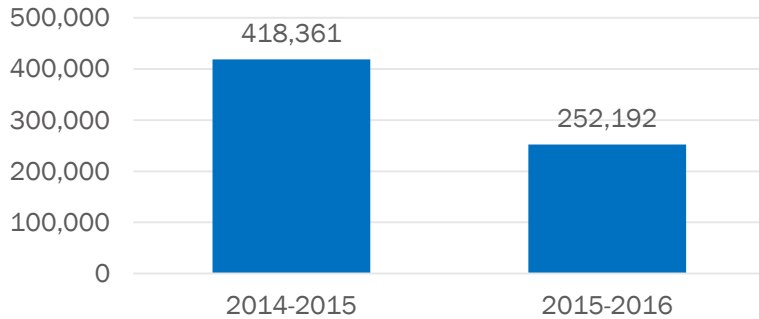
- \* How satisfied are you with the overall service provided to you by the Health Connector today?  
 1 How satisfied are you with how our customer service representative resolved your issue today?  
 2 How friendly and courteous our customer service representative was today?  
 3 How satisfied are you with the knowledge of the customer service representative you spoke with today?

# 2016 Open Enrollment: Year-Over-Year Comparison (YoY)



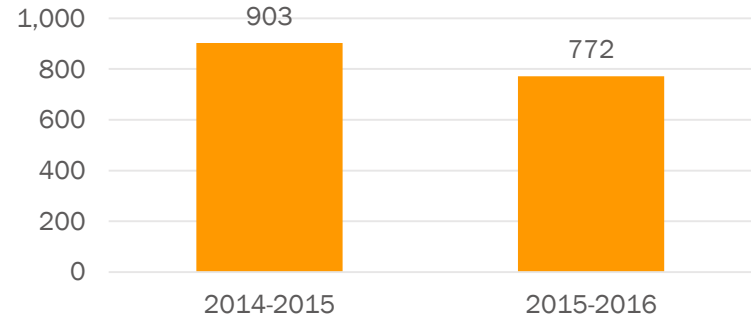
40% Fewer Calls Received Year-Over-Year (YoY)

Calls Offered



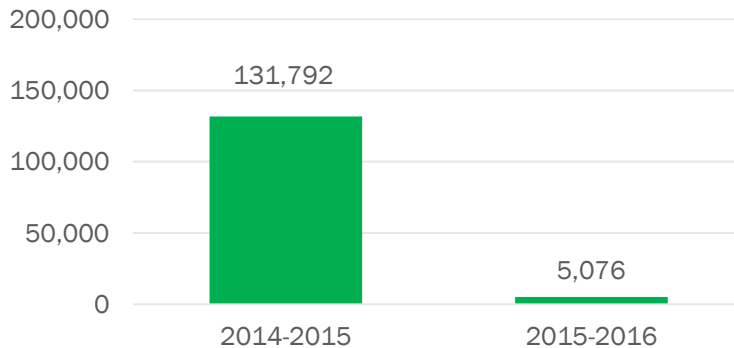
AHT 131 Seconds Reduced YoY

Average Handle Time (Seconds)



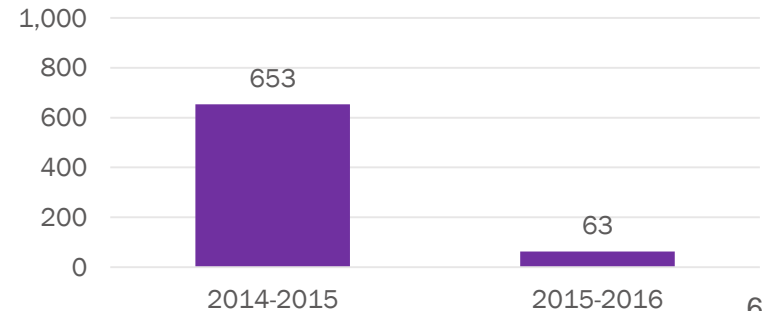
Abandonment Rate Reduced YoY  
2014: 25% 2015: 1.9%

Abandoned Calls



ASA Reduced 590 Seconds YoY

Average Speed to Answer (ASA)  
(Seconds)



# Customer Feedback: *We are listening...*



- ❖ *She was very helpful and actually it was a lot easier to go through the process than I had thought and I was extremely nervous about the high premiums and they were actually affordable and in my price range.*
- ❖ *Brandy was professional, helpful, very warm, very patient and very knowledgeable. She answered my questions that I called about regarding eligibility and then made sure that I had the options I took to sign up for health care program as well as dental. She explained everything clearly. I am so grateful that she was the one who took care of me today.*
- ❖ *I was very satisfied because I did not have to wait very long and they were very helpful to be honest. All my questions were answered and they were very friendly and I'm very grateful for that.*
- ❖ *I appreciate friendliness and responsiveness and did not have to wait long which that was important to me the only thing with my situation it's pending and it's taking long. I need to wait two weeks and it's annoying but as long as it gets resolved I will be a happy person.*
- ❖ *I was satisfied with her politeness I was a little irate that the previous person asked me to call back to track the progress of my claim today. She was dismissive of that. It obviously would not be ready; I needed to call back today in 10 business days and it's frustrating that people don't really know the status of claims that are put through and I need to keep pushing and pushing and calling.*