



Contact Center Support Services

Laying a Foundation for Long-Term Improvements

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Exploring Improvements to the Health Connector's Contact Center Member Experience

To ensure that Health Connector members receive the best customer service experience possible, the Health Connector is actively exploring improvements to its contact center and back office/document processing capabilities

- In 2019, the Health Connector issued a Request for Responses (RFR) as part of its Customer Experience Project (CXP) Procurement, soliciting bids for, among other services, its contact center and back office and document processing functions
- The CXP work continues, and the Health Connector remains committed to ensuring that members receive efficient and accurate assistance when contacting us, in addition to ensuring that documents are processed timely and correctly
- The Health Connector is in active discussions with its vendors regarding additional measures that could be taken for long-term improvements in services
- In a continuation of the CXP effort and relying on an emergency procurement process, the Health Connector in May received a response from Accenture, modeled on the 2019 CXP Procurement RFR, in which Accenture identified and proposed pricing for various products and services offerings they could make available to the Health Connector, including:
 - A new customer relationship management solution and related technology
 - Staff supports
 - Management and process supports

Planning for the Future of the Health Connector's Contact Center Services

The Health Connector is in active discussions with its vendors to plan and design significant enhancements to its contact center and back office

- The Health Connector and Accenture have begun to develop the scope of work necessary to plan and design significant enhancements for 2022 Open Enrollment, which starts November 1
- The Health Connector is drawn to Accenture's proposal in no small part due to their familiarity with the Health Connector's contact center and back office needs, based on the support services it provided in the fall of 2020, which included an assessment, additional staff trained to serve as customer service agents, and management advising, some of which continues through to today
- The proposal includes planning and design activities, which must get underway immediately in order to frame the necessary activities, technologies, and services that could best secure quality customer support for Open Enrollment 2022 and beyond
- While these initial activities get underway, the Health Connector and Accenture are also negotiating the basis for a longer-term contract that would form the basis of extended services, conditioned on Board approval and targeted for July

Letter Agreement

While contract discussions and reviews take place over the coming weeks, management is requesting Board authorization for a temporary letter agreement to cover time-sensitive planning and design work

- The Health Connector is seeking to enter into a letter agreement with Accenture, covering the necessary planning and design activities
 - The letter agreement would remain in place until a satisfactory longer-term support contract is negotiated and reviewed – targeted for July and conditioned on Board approval
 - The letter agreement would cover time and materials expenses, at approved rates, and a not-to-exceed cap of \$3.4M
 - Payments made to Accenture under a letter agreement would be offset against total costs of implementation of Accenture’s proposed platform and services improvements subject to satisfactory contract terms
- Staff believe that this planning and design work will set the Health Connector on a path toward a stable, reliable customer service experience for members, starting with the 2022 Open Enrollment and beyond

Vote

Health Connector recommends and requests that the Board approves the execution of a letter agreement with Accenture for contact center services planning and design activities, as outlined in this presentation and with a not-to-exceed amount of \$3.4 million.