R SYSTEMS

ADVANCED ANALYTICS

CASE STUDY

R SYSTEMS ANALYTICS

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

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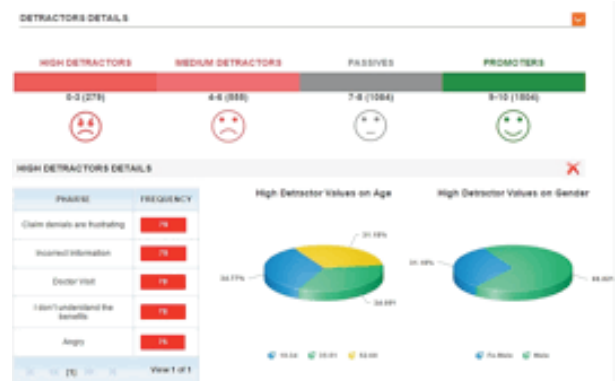
Prior to engaging with R Systems, the NPS had a negative trend

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