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MinnesotaCare Program Helpline Report

Health Care Eligibility and Access

February, 2012

Legislative Report

Minnesota Department of **Human Services**

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MinnesotaCare Program
Helpline Report

Introduction

This report is prepared pursuant to Minnesota Statutes, Section 256.01, Subdivision 31, reporting on the consumer experience in the use of helplines. This report contains information about the Department of Human Services' MinnesotaCare program helpline including background on methods used to evaluate the phone service provided, recently implemented initiatives to improve customer service, and plans for future initiatives to enhance the effectiveness of the helpline.

MinnesotaCare Program Helpline; Data and Evaluation

The MinnesotaCare program helpline utilizes a 24/7 Interactive Voice Response (IVR) system for all its incoming calls. Customers are able to navigate through the IVR system for general program information as well as information specific to their case. The IVR menu includes an option for customers to speak to an agent. If a customer opts to speak to an agent, the call is routed to the MinnesotaCare Automatic Call Distribution (ACD) line where agents are available to assist between 8:30 a.m. – 4:00 p.m. each working day.

In calendar year 2011, the MinnesotaCare program helpline received an average of 55,764 IVR calls per month with an average of 27,683 calls routed to the ACD line. Of those ACD calls, an average of 81% connected to an agent. The average time a customer waited before connecting to an agent was 5:10 minutes. Please note that the MinnesotaCare helpline was closed during the government shutdown, July 1 – 20, 2011 and is reflected in the above averages.

To ensure optimum services for customers calling the MinnesotaCare program helpline, several factors are considered and monitored daily:

- The number of agents needed daily to handle the potential incoming ACD calls. Having the adequate number of agents ensures that the calls are answered promptly.

- The scheduled time an agent must log-in and out of the ACD line. This ensures the appropriate numbers of agents that are required to be logged in are ready to answer the incoming calls.

- Each agent's performance to ensure availability and that calls are being answered and handled appropriately.

Note: In addition to calling the MinnesotaCare program helpline, customers may visit the MinnesotaCare office in person to make program premium payments and/or meet with an agent between 8:30 a.m. – 4:30 p.m. each working day.

Recent Improvements

A contact center call tracking system was implemented on November 2, 2011. The tracking system captures detailed customer calls and in-person customer contacts for the MinnesotaCare program. This tool delivers specific customer data and information, such as the concerns and/or reasons for the contact and the resolutions provided. This data is reviewed and used to improve and streamline the process for in-person customer contact.

Future Improvements

The initiatives below are efforts to enhance efficiencies and effectiveness of the MinnesotaCare program helpline to better serve customers:

- Explore methods to measure customer satisfaction.
    - This may be in the form of real time or call back surveys to customers.

- Explore new IVR and call center technology and trends that can increase efficiency and improve the consistency and accuracy of information provided to customers.

- Develop an online Knowledgebase and Customer Contact Center Procedure Manual for agents.

- Provide ongoing customer service training for agents including in-person training, workshops, and presentations.