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So much can change in a 10-year span of time: fashion trends, medical advancements, technology and transportation, just to name a few things. Scientists have even proven that DNA can change over long periods of time. But there’s one thing that hasn’t changed in the last 10 years—EyeMed Customer Contact Center excellence. For the 10th year in a row, it’s been named a BenchmarkPortal Center of Excellence. When you’re only 1 of 16 contact centers to achieve this distinction out of 2,000 centers, you’re definitely at the top or your game—the top 1% that is!

Breaking it down one metric at a time

While it’s no secret to us that the EyeMed Customer Contact Center is one of the best, it’s always validating to hear it from a third party. So, what metrics contributed to their top rating again this year? Let’s break it down:

- **High Agent Engagement/Satisfaction:** 58% of agents are extremely engaged at work compared to the rest of the healthcare industry at 49%.
- **High Customer Satisfaction:** 74.7% of customers are highly satisfied with our customer service—6 points higher than the healthcare industry benchmark.
- **High Average Speed of Answer (ASA):** Our agents are quick to respond to our members and providers—it’s hard to beat a 10-second ASA.
- **Low Average Hold Time:** 36.9 seconds versus an industry average of 71.2 seconds!
- **Low Abandon Rate:** Only 0.8% of callers hang up before they receive service.

What’s their secret to success?

- **Constant improvement:** The contact center has a consistent focus on measuring engagement improvement year-over-year. Since 2017 they have improved 12.7% against this measurement and are continually re-evaluating what’s working and what needs improvement.
- **Low agent turnover:** Turnover is lower than the industry average, which allows them to invest more in agent training and engagement rather than in the hiring and onboarding process.
- **Agents trained for dual capability:** Agents are trained to take calls from both members and providers enabling callers to get to the right agent quicker with less hold or transfer times.
- **Efficiency:** Their cost per call is very low due to process efficiencies they work hard to maintain.

Dennis Williams, sr. director, North America Contact Center, said it best, “This achievement is a testament to the excellent work that goes on in our contact center to ensure our members and providers have the best possible experience working with us.” He added, “I’m thrilled to celebrate this amazing distinction and I look forward to the twenty-year milestone!”

* https://www.sciencedaily.com/releases/2008/06/080624174849.htm