

MNsure

Health Industry Advisory Committee (HIAC) Reporting Metrics Recommendation

November 15, 2017

Issue Statement & Summary

- MNsure Board receives information related to call center performance
- Metrics enable Board and staff to identify areas of improvement and investment
- Evaluated three other state-based exchange “dashboards”
- Discussed recommendation at September 28th and October 30th HIAC meetings
 - Unanimous vote on October 30th – 15 of present members
- The HIAC recommends
 1. Modifications of existing metrics and compare to industry standards
 2. Collection of additional metrics
 3. Other reporting changes

Contact Us

MNsured Contact Center

1-855-366-7873 or 651-539-2099

Interactive Voice
Response (Phone Tree)

In Queue (On
Hold)

Live Person

MNsure vs. Other States

	Volume	% Abandoned	Avg. Speed of Answer	Avg. Hold Time	Service Level Measure	Average Handle Time
CA	X	X	X		X	X
CO				X	X	X
WA	X	X		X	X	
MN	X	X	X		X	

Modifications of Existing Metrics

Current Measure	Recommended Measure
Call Volume (# in thousands)	Keep
Service Level - % of calls answered in 5 minutes or less*	Service Level - % of calls answered in 30 seconds or less* Benchmark – Goal of 80%
Average Speed of Answer	Keep
Calls Abandoned while in Queue (%)	Keep Benchmark – Goal of 5% or less

** Measured from when consumer/assister completes IVR*

Additional Metrics

New Measure	Explanation
First Call Resolution	<p>Percent of calls that MNSure Staff resolve the reason for the contact (“Did I answer all of your questions today?”)</p> <p>Goal of 90% Resolution Rate</p>
Total Call Time	Post IVR (beginning of queue) to hang up
Overall Cost Per Call	Measures staff resources per call (trend data)
Interactive Voice Response Metrics (IVR)	<p>Time from beginning of IVTR to “live person.” (Goal of 120 seconds)</p> <p>Percent of calls that “drop-out” during IVR</p> <p>Percent of calls that “drop-out” post-IVR to live person (“In Queue”)</p> <p>Total time in IVR</p> <p>Time Post-IVR to live person (Time “In Queue”)</p>

Other Recommendations

- Maintain reporting of Top Contact Center Inquiries for both "All Callers" and "Assister Resource Center"
- Report/Display all metrics by week during the Open Enrollment period for MNsure Board members
- Report all metrics for both consumers and for assisters
- Compare all metrics to year-to-date averages

Time Period Week of November 1-8, 201X		Consumer Service	Year To Date Avg.	Assister Service	Year to Date Avg.
CALL VOLUME		9,000	3,000	5,000	1,000
AVERAGE SPEED OF ANSWER (Post Interactive Voice Response)					
	Time (H:MM:SS)	0:10:32	0:00:07	0:17:23	0:00:12
	Percent of Calls Answered in 30 seconds or less (GOAL: 80%)	12.4%	88.9%	14.4%	91.2%
CALLS ABANDONED WHILE IN QUEUE					
	Percent Abandoned	2.9%	0.8%	6.1%	1.1%
	Compared to Industry Standard of 5%	Outperform	Outperform	Underperform	Outperform
FIRST CALL RESOLUTION					
	Percent	67.5%	94.3%	54.2%	87.2%
	Compared to Industry Standard of 90%	Underperform	Outperform	Underperform	Outperform
HANDLE/TOTAL CALL TIME (Post IVT to Hang Up)					
	Time (H:MM:SS)	0:32:25	0:09:23	1:23:23	0:12:33
OVERALL COST-PER-CALL					
	Cost	\$12.43/call	\$11.23/call	\$25.21/call	\$30.12/call
INTERACTIVE VOICE RESPONSE (IVR) METRICS					
	Beginning of IVR to “live” person (GOAL: 120 Seconds)	0:01:45	0:00:23	0:00:57	0:00:32
	Percent Drop Out During IVR	0.23%	0.03%	1.23%	1.01%
	Percent Drop Out Post-IVR, Pre-Live Person (“In Queue”)	12.2%	9.3%	7.8%	5.4%
	Time in IVR	0:02:01	0:00:56	0:01:34	0:01:02
	Time Post-IVR, Pre-Live Person (“In Queue”)	0:36:56	0:07:43	1:05:23	0:22:56