

Increasing Customer Satisfaction and Process Efficiency with BizOps Services from Syntel

BUSINESS GOALS

A leading healthcare payer was having difficulty managing a large inventory for Medicare demographic reconciliation, and was missing the CMS mandated 7-day deadline for customer validation. The client was missing on outstanding premiums and account reinstatement due to delays reaching out to customers for their premium payment method or consent for reinstatement.

Syntel was brought in to manage the client's outbound customer outreach program, with the goal of improving customer service in Medicare Premium Billing, Medicare Demographic Reconciliation and Medicare Supplementary Plans.



BUSINESS BENEFITS

Quickly reduced the number of pending accounts (aging 100+ days) by 90%, from 20,000 to just 2,000

Savings of 10 minutes per account in Medicare billing process

Improved productivity by 30%

Reduced the cost per transaction

CHALLENGES

- Difficulty validating addresses for Medicare members
- Inability to provide timely information to Medicare members, resulting in lost coverage
- Loss of premiums due to delays in sending billing reports
- No information was being provided to Members about excess premium refunds, loss of membership, or reinstatement options

SYNTEL'S SOLUTION

Syntel deployed an onsite team at the client's location to manage customer outreach and capture premium information from the Medicare Advantage Prescription Drug (MARx) system. Once the MARx information was available, Syntel's offshore team reconciled accounts to match them with large payer applications and verified which customers required outreach to inform them of changes like pending premiums, excess premiums, new payment methods and reinstatement options.

This customer outreach team helped with demographic reconciliations by validating Medicare member addresses, determining if a member is in or out of the service area, and verifying loss of membership. The result was better customer retention and reinstatement, as well as improved customer satisfaction, by giving members the option to change plans in order to continue their Medicare coverage.

About Syntel

Syntel (Nasdaq:SYNT) is a leading global provider of integrated information technology and knowledge process services. Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Syntel's digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Syntel's "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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