How a Fortune 100 Healthcare GCC increased Claims Team Productivity by 20%

worxogo

Client Overview

A Fortune 100 North American healthcare Insurance company has global operations covering both Payor and Provider operations. The Insurance Global Captive Center (GCC) is located in India and Philippines was looking to improve their claims team's productivity and utilization.

## Key Challenges

Increase Productivity

Improve utilization

Increase Accuracy

The Claims team for the Insurance Global Captive Center (GCC) was a hybrid team that was working in-office and remotely in India and the Philippines. The team is stable but experienced variable productivity. The management wanted to ensure that each associate was being productive consistently.

Moreover, the management wanted to improve the utilization of the team while making sure that they improved the accuracy of claims processed.
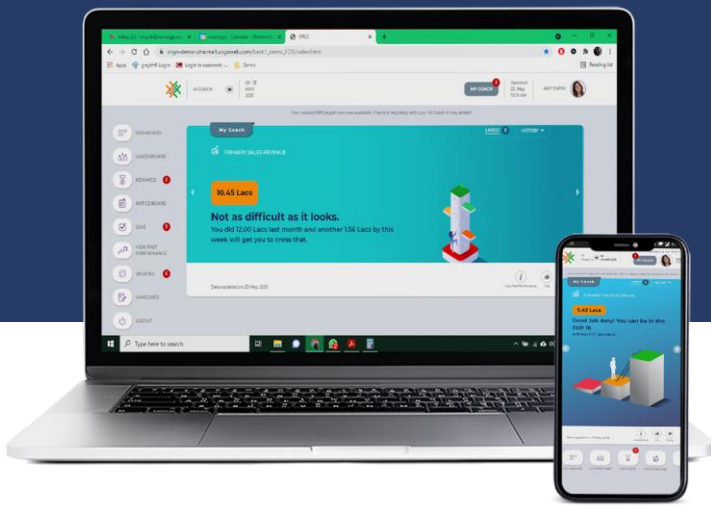
🚀 Nudge Coach Deployment

worxogo Nudge Coach was deployed at the back-office teams in the **Insurance company's Global Captive Centers (GCC)**. Based on the Nobel prize-winning concept of Nudges, the coach nudged associates on daily activities that would improve their productivity. The AI Nudge Coach helped the team build consistency around high-impact work behaviors using visual progress trackers, rewarding them for multiple day productivity streaks and to help teams hit their targets.

Teams got coached daily with their AI coach which helped focus on priority KPIs. Virtual rewards, recognition and social proof kept the teams motivated to perform at their best, while microlearning helped the team improve their knowhow of the processes.

Managers got a bird's eye view of their teams' engagement, motivation and performance. Using a proprietary 2-click method over 3000 additional coaching tips to agents were sent by managers helping them drive a culture of consistent performance.

The Outcome

20%
Higher Productivity

13%
Increased Accuracy

12%
Increase in Agent Utilization
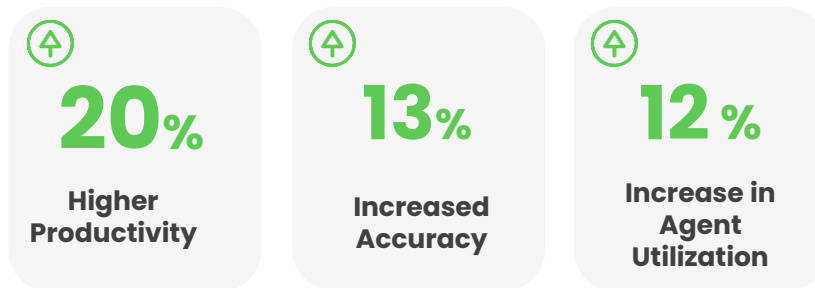
Post worxogo Nudge Coach, agents took on 20% higher cases per person, per day and also increasing accuracy by 13%. Additionally with the improved utilization, Team leaders were able to spend more time on training new team members and helping build overall team resilience

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