

CASE STUDY

How a Fortune 100 US Insurance GCC increased Claims Productivity by 19%



Client Overview

A Fortune 100 North American healthcare company with global operations. The Insurance Global Captive Center (GCC) located in India, Philippines was looking to improve their Claims team's productivity.



Key Challenges



Increase Productivity



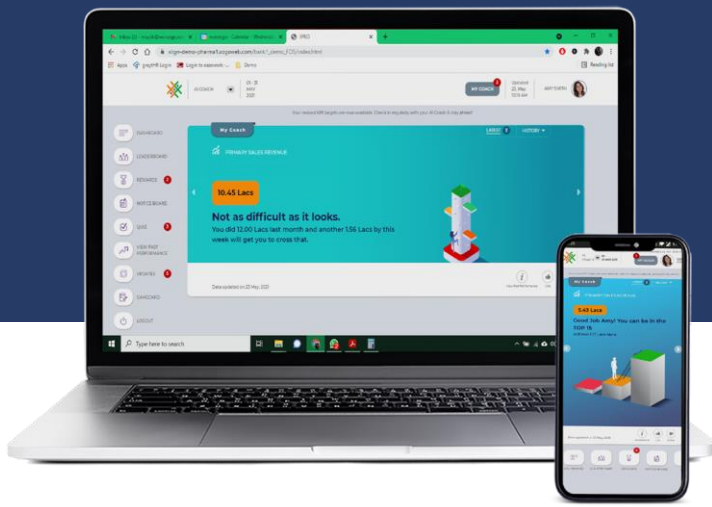
Improve Utilization



Maintain Quality Benchmarks

The Claims team for the Insurance Global Captive Center (GCC) was a hybrid team that was working in-office and remotely. The management wanted to ensure that each associate was being productive consistently and hitting SLAs.

Moreover, the management wanted to improve the team's efficiency while ensuring that the quality metrics continued to be maintained at a high level.



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 Nudge Coach helped the team build consistency around high-impact work behaviors using visual progress trackers, rewarding them for multiple day productivity streaks to help teams hit their targets.

The AI coach helped associates 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 processes.

Managers got a bird's eye view of their teams' engagement, motivation and performance. Using a proprietary 2-click method, managers shared 350 feedback instances with their teams over 4 months. This frequent, personalized feedback was further bolstered by thousands of performance insights shared by the Nudge Coach, which helped drive a culture of consistent performance.



The Outcome



Post worxogo Nudge Coach, a shift in the performance curve was seen as associates who could not meet their Claims and Quality targets reduced by double digits, and more associates became consistently productive.