

BlueCross BlueShield of North
Carolina
Chapel Hill, NC
www.bcbsnc.com

Industry:

Healthcare

Annual Revenue:

US\$4.4 billion

Employees:

4,900

Oracle Products & Services:

Siebel CRM
Siebel Call Center

“Oracle’s Siebel applications have helped us significantly improve service to members and prospective members as proven by increases in customer satisfaction. Also, we are the only health insurance provider in the state to offer individuals the convenience of buying online.”— Donald Rice, Jr., Information Systems Business Application Manager, BlueCross BlueShield of North Carolina

BlueCross BlueShield of North Carolina Improves Service to Members and Applicants

Blue Cross Blue Shield of North Carolina (BCBSNC) delivers innovative health care products, services, and information to more than 3.7 million members. For 76 years, the company has served the people of North Carolina through support of community organizations, programs, and events that promote good health. BCBSNC’s network covers all of the state’s 100 counties and includes 95% of doctors and 96% of hospitals in the state.

Challenges

- Enable individual customers to get a rate quote and purchase insurance online, 24 hours a day
- Increase efficiency and enable faster turnaround on prospective members’ applications for insurance
- Empower the company’s 800 call center agents with accessible data to ensure rapid responses to member inquiries

Solution

- Implemented Oracle’s Siebel CRM to provide a unified solution for managing customer interactions and to ensure a consistent experience across communication channels
- Developed a “Buy Online” tool based on Siebel to provide potential customers with an instant rate quote and then allow them to purchase insurance online
- Achieved a 96 % participation rate in the online option
- Accelerated the processing of both paper and online applications and reduced paper use and, subsequently, costs
- Leveraged Siebel Call Center to provide one desktop reference point for 80% of the information call center agents need to answer members’ questions, reducing the number of applications they must consult from 12 or more to just 3
- Cut response times and improved member satisfaction by enabling agents to focus on the member instead of technology
- Reduced call center agent training by three weeks due to a decrease in the number of applications and the user friendliness of Siebel Call Center’s Web-based tools
- Established Siebel as the system of record for “producers” (companies that refer customers to BCBCNC) and to increase the accuracy of their commission payments
- Provided more than 1,000 producers with secure Web access to check the status of applications and help accelerate enrollment