

CASE STUDY

# A leading insurer grows market share while increasing retention rates with Alight OneSource call center outsourcing

A leading insurer within the Medicare space and subsidiary of the world’s second-largest health solutions family, this client carries one of the largest Prescription Drug Plan (PDP) populations, with 27% of that population on low-income subsidy. Services sold include medical, pharmaceutical, dental, behavioral health, long-term care and disability plans.

Industry:	Workforce:	Featured solution:
Healthcare insurance	10,000+	Alight OneSource

OUTCOMES:



70% of total MA transitions were DSNP which drives higher member satisfaction as well as sustainable and profitable membership



94% effectuation rate



0.08 CTM rate





## Challenge

### Growing customers without sacrifice of quality

Facing growing industry regulations, heightened customer expectations and rapid changes in technology, the client was challenged to make strategic adaptations that would maintain and increase their Medicare population — especially in Dual Special Needs Plans (DSNP) — lower their acquisition cost and safeguard quality and customer satisfaction scores. The company was looking for a way to capitalize on DSNP product offers and convert Prescription Drug Plan (PDP) members to a plan that provides more benefits. However, intense competition was forcing the client to innovate and pivot using a standard approach, versus realigning their focus to expand DSNP areas through customer-centric support.

## Solution

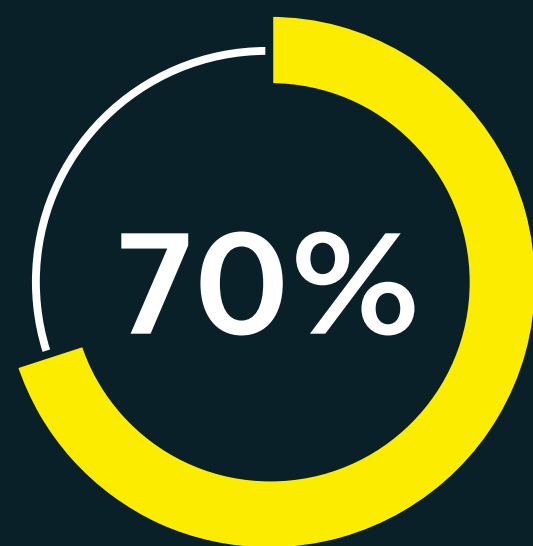
### Achieving targeted goals through customer-centric, multi-channel support

Alight OneSource presented a complete and holistic solution that helped this health insurance company achieve their targeted goals while maintaining high customer satisfaction and quality. Specialized agents with distinguished expertise in Medicare populations who are dual eligible were used to assist customers with all their needs and offer the proactive support and communications necessary to ensure satisfaction and retention. This customer-centric approach, coupled with comprehensive project oversight and multi-channel agent support, ensured a seamless customer experience and solid results for the client.



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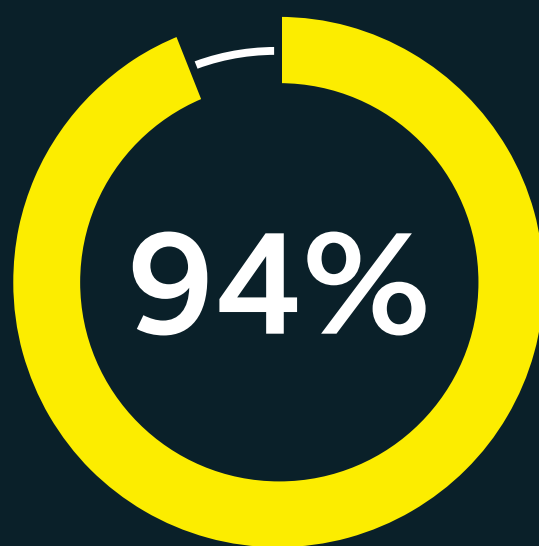
Results



of the total MA enrollments  
were DSNP which drives  
more sustainable and  
profitable membership



0.08  
CTM rate



effectuation  
rate



## Start the transformation

Alight Worklife connects health, wealth and leaves in one place to cut complexities, elevate employee experience and improve business outcomes. Whether you're looking for a modernized HR experience or compliance solutions to protect your data, we've got you covered with best-in-class support and an AI-powered cloud platform that predicts the needs, risks and opportunities of your workforce. **[Learn more about Alight's solutions here.](#)**

### About Alight Solutions

Alight is a leading cloud-based human capital technology and services provider that powers confident health, wealth and wellbeing decisions for 36 million people and dependents. Our Alight Worklife® platform combines data and analytics with a simple, seamless user experience. Supported by our global delivery capabilities, Alight Worklife is transforming the employee experience for people around the world. Our Partner Network helps you extend the breadth of your benefits for your people and their families to provide a truly holistic offering. With personalized, data-driven health, wealth, pay and wellbeing insights, Alight brings people the security of better outcomes and peace of mind throughout life's big moments and most important decisions. Learn how Alight unlocks growth for organizations of all sizes at [alight.com](https://alight.com).

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