

DEPLOYING BPO STRATEGIES IN COMPLEX ENVIRONMENTS

AIS helps insurance provider clear unapplied payments backlog

A leading, national insurance provider was looking for immediate solutions to clear a large backlog of unapplied payments, within a five-month window. The accumulation of payments resulted from a recent system conversion leading to numerous manual workarounds and process inefficiencies. The provider, who services over a million customers, initially utilized temporary staffing but found that hiring, training and retaining quality talent was difficult.

THE AIS SOLUTION

After reviewing the insurance provider's processes and business requirements, it was determined that 55 full-time associates were needed to remediate the backlog.

AIS recommended a "proof of concept" consisting of five associates to earn the trust of the provider, who was not familiar with global outsourcing.

The provider was highly impressed with the outcome of the pilot and agreed to quickly scaleup to the suggested 55 associates. The insurance provider's implementation procedures included 20 percent virtual and 80 percent in-person training.

Both teams were eager and prepared to move forward with the contracted timeline until the COVID-19 outbreak restricted travel.

This unique challenge could have delayed onboarding, but the insurance firm was committed to partnering with AIS.

Transparency and continuous communication during the proof of concept process gave the insurance provider trust in moving forward within a primarily virtual environment.

After stay at home orders were enacted AIS quickly devised and approved security and work from home policies.

Teams were equipped with the tools and technologies to continue business as usual, which included highly engaging virtual trainings.

AIS adopted a train the trainer approach to minimize time requirements from the insurance provider, who had limited support and resources available at the time.

THE OUTCOME

While many companies struggled to quickly deploy secure, work from home environments, AIS provided high-quality uninterrupted service amidst a global pandemic that allowed the insurance provider to continue to meet monthly goals.

AIS served as a calming presence for the insurance provider during a time of uncertainty.

The provider also found AIS to be more prepared, engaged, and productive as compared to the temporary staffing models they had used in the past.

Even with teams working remotely, clearly defined expectations and goals were met. Furthermore, AIS proactively began aggregating data to create KPIs for measuring operational performance, which were not previously utilized or available.

As a result, the provider elected to double the number AIS associates and explore cross-training in different departments.



The collaboration with AIS has made it possible for us to begin seeing progress on clearing the backlog and maintaining service levels on several of our processes including Special Keys, Bank Draft Setups, and Terminations. This has been accomplished by quick learning, attentiveness, and dedication by the AIS staff.

- Vice President, Employer Services

