



How Brightmetrics Helped SCAN Health Plan Place the Right People in the Right Places for Better Outcomes



Client
SCAN Health Plan

Industry
Healthcare

Location
CA, NV, AZ, NM, TX

Website
scanhealthplan.com

About SCAN Health Plan

SCAN Health Plan, a not-for-profit Medicare Advantage provider, has consistently achieved a 90 percent member satisfaction rating over the past five years, reflecting its high standards in customer service. The organization offers personalized support to seniors, helping them stay healthy and independent. This support is delivered by 300 agents, most of whom work remotely. Founded by senior activists in Long Beach, California, SCAN Health Plan now serves members across California, Nevada, Texas, Arizona, and New Mexico. The organization is focused on growth by reaching underserved markets and expanding its award-winning Medicare Advantage coverage.

Challenge

SCAN needed a more efficient analytics platform for faster decision-making within their Genesys contact center. Before adopting Brightmetrics, they relied on a cumbersome system requiring multiple software tools for data extraction, reporting, workforce management, and visualization. This setup demanded specialized expertise, significant time, and manual effort from analysts and IT professionals to derive valuable insights.

As call volumes increased, demand patterns fluctuated, and the number of remote agents grew, SCAN required real-time data visibility and actionable insights to enhance member experiences. They needed a deeper understanding of how training, counseling, and coaching affected agent effectiveness and how team interactions could reduce turnover.

Outcomes

- ✓ The Brightmetrics platform simplified data extraction and offered customized views of real-time and historical data, empowering SCAN to make informed decisions swiftly.
- ✓ This efficiency allowed SCAN to manage higher call volumes without additional resources while enhancing agent effectiveness through targeted training and collaboration.
- ✓ Brightmetrics enabled SCAN to position the right people in the right roles at the right time, driving superior outcomes, maintaining high-quality service, and helping keep agent turnover at an impressive 14%.



“The key benefit of Brightmetrics has been placing the right people in the right places at the right time to realize better outcomes.”

Ken Rowen, Director Contact Center & Customer Experience, SCAN Health Plan

Team leaders needed a way to quickly identify opportunities for operational improvements by analyzing divergences between historical trends and real-time data, as well as comparing the performance of individuals, teams, and departments. They sought a solution to efficiently break down data into sub-categories and generate reports to address specific questions about customer response delays and agent turnover without extensive coding.

Reducing delays in data interpretation was critical, and SCAN sought visual data displays customized to each manager's control variables on dashboards, enabling them to grasp the context and explore alternative actions. Existing solutions categorized data for individuals and departments but failed to provide insights into the impact of team interaction and communication on outcomes.

Solutions

To enhance real-time decision-making, SCAN transitioned to Brightmetrics for its data analytics needs. The solution integrated effortlessly with their Genesys Cloud contact center, allowing for swift deployment and immediate access to a comprehensive analytics platform. With Brightmetrics, SCAN avoided the challenges of navigating Genesys APIs, leveraging a simplified, consolidated data stream that could be easily shared with data warehouses or other data integration platforms.

Brightmetrics provided SCAN with the granularity and flexibility needed to comprehensively view its contact center operations. With its intuitive and customizable dashboards, Brightmetrics enabled SCAN to track agent activities and manage call queues in real time. The platform's user-friendly design ensured that team members at all technical levels could navigate the system quickly, promoting widespread adoption and enhanced productivity.

In addition to real-time monitoring, Brightmetrics provided SCAN with valuable access to historical data, enabling them to confidently identify trends, benchmark performance, and make strategic decisions. The platform's ability to detect deviations from historical patterns allowed SCAN to address emerging issues proactively. By sharing actionable insights across teams, SCAN continuously enhances customer outcomes while upholding high service standards. With data drill-down capabilities at the individual, team, and department levels, Brightmetrics helps SCAN identify root causes of performance gaps, ensuring a thorough and effective response to operational challenges.

“Leaders like me have been liberated from the endless search for information. We now have the time to identify the root causes of problems and solve them effectively.”

Ken Rowen
Director Contact Center & Customer Experience, SCAN Health Plan

Results

Brightmetrics has improved SCAN's ability to optimize agent performance and reduce burnout by aligning agent availability with real-time call demand. This real-time insight allows SCAN to minimize gaps in call handling times and identify areas for targeted training, coaching, and support. While Brightmetrics plays a key role in these efforts, it is one of several factors contributing to SCAN's low agent turnover rate of 14%, highlighting the platform's effectiveness in supporting agent satisfaction and retention.



A critical advantage of Brightmetrics is its support in helping SCAN meet government-regulated requirements, such as Centers for Medicare & Medicaid Service (CMS) levels and Average Speed of Answer (ASA) standards. Brightmetrics provides SCAN with the tools to monitor these metrics in real time, ensuring compliance and maintaining high service standards. The platform's visibility and agility allow SCAN to quickly identify when and where adjustments are needed, ensuring that the right agents are in the right place at the right time to meet regulatory standards.

Brightmetrics' user-friendly design enables SCAN leaders to generate reports and explore data without knowing how to code. This ease of use is valuable in a rapidly changing environment, where managers can quickly access customized analytics displayed on intuitive dashboards. The ability to digest critical information without extensive data processing has freed up time for leaders to focus on identifying and resolving the root causes of issues, whether at the individual, team, or department level.

SCAN is partnering with Brightmetrics to create a customized scorecard performance report that consolidates key metrics into a single, streamlined format. Automating data from multiple sources will eliminate manual compilation and allow leaders to shift from daily to more efficient weekly or monthly reporting. With advanced customization features, the report will calculate weighted scores and provide a comprehensive view of agent performance. This initiative reflects SCAN's commitment to improving the precision and efficiency of performance management.



Conclusion

Balancing customer satisfaction with the demands of growing call volumes and minimizing agent turnover within budget constraints can seem overwhelming. However, with Brightmetrics, SCAN Health Plan showed that these conflicting goals can be effectively managed. Brightmetrics' real-time updates allow operating managers to quickly identify and correct underutilization and misallocation of agent resources, ensuring an even distribution of workloads. This enables agents to work smarter, supported by targeted training, coaching, and counseling, leading to faster decision-making and problem-resolution.

Brightmetrics has transformed how SCAN manages its contact center, reducing the time required for data extraction, interpretation, and action. By maintaining low ASA rates and providing agents with the tools they need to be effective, SCAN has elevated customer satisfaction while reducing agent turnover.

Data is most valuable when processed and analyzed in real time. Brightmetrics empowers decision-makers to respond quickly to opportunities as they arise, even in a complex environment with growing volumes of data, a distributed workforce, and tight timelines. By leveraging advanced analytics, businesses can optimize resource use, improve customer outcomes, and minimize agent turnover, all while uncovering latent opportunities for operational improvements.

For any company facing rising service demand and high agent turnover, Brightmetrics offers a powerful solution to close the gap between data and actionable insights, ultimately driving better outcomes.



Brightmetrics equips contact centers and enterprises with intelligent analytics and reporting solutions to convert data into actionable insights. Our platform supports real-time and historical analysis, improving customer experience by driving strategic decisions and operational improvements. With Brightmetrics, businesses achieve smarter decisions, enhanced efficiency, and sustained growth through comprehensive data insights.