

Anthem Blue Cross and Blue Shield of New Hampshire

Partner	Information Mapping US
Country	United States
Industry	Insurance

About the client

Anthem Blue Cross and Blue Shield of New Hampshire is a subsidiary of healthcare giant Blue Cross and Blue Shield. The company provides health insurance plans for individuals and families.

Challenges

Anthem wanted to improve the quality and efficiency of its customer service center by giving representatives quick, easy access to the information they needed to answer commonly asked questions. They determined that making customer service documentation accessible online could reduce wait time and overall call duration while ensuring that customers received consistent and accurate information.

This meant Anthem would have to standardize its customer service documentation. They needed a way to structure the content logically and create navigation paths to enable easy online access to key information.

Solution

Information Mapping consultants and instructors

- created a content standard for Anthem's documentation
- designed a content architecture that organized the information hierarchically and logically
- created navigation paths that made it intuitive and easy to locate key information, and
- trained Anthem's writing team and mentored them throughout the development process.

Results

When Anthem deployed the new system, they reported that

- information access time decreased by 54%
- information retrieval accuracy rose from 86% to 100%, and
- the number of questions escalated to supervisors decreased by over 13%, to virtually zero.

Information Mapping helped Anthem significantly improve both the quality and efficiency of customer service. Representatives can quickly and easily provide customers with consistent and accurate information.