



CASE STUDY

End-to-end Back
Office Support Solutions
For California-based
Health Insurance
Company





CLIENT

The client is a renowned California based- health insurance company, with a substantial online presence. They specialize in assisting US-based employees obtain the most appropriate need-based health coverage.

REQUIREMENT

The client's business was growing at a phenomenal pace and managing the expanding customer base was proving to be difficult. The resources and time needed to cater to the growing customer base needed to grow proportionately. So, they wanted to re-evaluate their operation processes so that service efficiency could be ramped up without pushing up costs too much and without compromising on quality. They approached us to resolve these issues and support them with a long-term and scalable

CHALLENGES

There were various challenges that were to be dealt with. They were as follows:

Understanding the clients work process, tailoring an improved work flow and designating a dedicated team to carry out

Prioritizing tasks based on its level of importance or immediate needs



Improving the quality control process to make it error-free

Keeping costs and time under control

OUR SOLUTION

We devised a solution to ensure all client requirements were met. We dealt with all the challenges upfront in the following manner-



Create workflow map to design processes with next to zero bottlenecks and identify opportunities for improvement



Creating a dedicated back-office team to support the clients inhouse team with the process flow and handle time-takin tasks



A project manager was appointed as a one touch contact, and who was responsible for timely execution of plans



Create a multi-tier quality control team comprising experts with varying levels of experience and expertise



We categorized tasks based on the level of importance and reassigned them to teams specializing in the task

BENEFITS

We were successful in executing the strategies that we had devised to solve our client issues. All the client requirements were met with absolute efficiency and helped them get the following benefits:



Increase productivity levels by **50%**



Bring about up to **40%** savings on operational costs



Introduce enhanced operational processes



Ensure timely completion of bulk of the tasks



To know more about
our back-office support
services for medical billing
contact us now

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