

Stream Achieves Large Scale Ramp for Leading Healthcare Provider



DEVELOP SUCCESSFUL PARTNERSHIP

Stream's client is one of the largest U.S. supplemental health insurance providers offering insurance plans and related healthcare benefits for Medicare, individual and group health insurance. Medicare Part D, the Federal prescription drug plan (PDP), holds open enrollment once per year. Medicare insurance beneficiaries must enroll during the annual enrollment period from November 15 to December 31. In 2010, the client launched a joint marketing campaign with the pharmacy division of a major U.S. discount retailer to promote and sell the client's PDP coverage. In anticipation of increased call volumes, the client needed additional capacity and therefore sought an experienced BPO provider with the ability to meet its aggressive ramp timeline and compliance requirements while providing high-quality customer service.

UNDERSTAND CLIENT NEED

Stream's experience managing complex client implementations and our ability to 'get to green' quickly make us a trusted partner for our clients. Using well-defined documented hiring and recruitment as well as project implementation and launch processes, Stream consistently completes small to large-scale ramps efficiently and on-time while meeting or exceeding client expectations. Stream's client required that our management teams successfully hire, train and license 450 new service professionals (SPs) in a tight time period. The client's support services were based in Rio Rancho, NM and Watertown, NY service centers. Stream was tasked with ensuring both sites were HIPPA (Health Insurance Portability and Accountability Act) compliant and that all SPs met strict background and Medicare state licensing requirements.

CREATE CLIENT-SPECIFIC SOLUTIONS

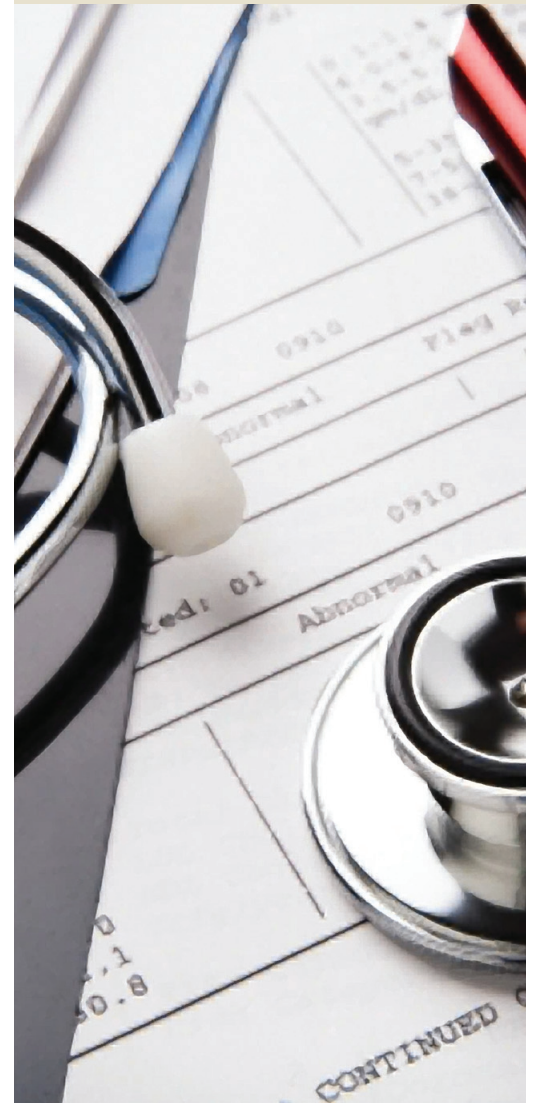
HIPPA is a federal law designed to protect the security and confidentiality of healthcare information and to improve efficiency for healthcare businesses by encouraging electronic transactions.

In order to comply with HIPPA regulations, Stream had to demonstrate that both sites had the necessary safeguards in place to protect vital healthcare information. These measures included IT and security policies and procedures such as system user access, password management, call monitoring, data back-up, employee background checks and confidentiality agreements, and site disaster recovery plans. Other controls included establishing a secure area to house client training and production PCs, badge entry access by employees and imposing a paperless policy at both centers. Stream also conducted information security and privacy awareness training to ensure all employees understood their responsibility in privacy and protection of information, including personal health data. All employees were required to score a minimum of 80 percent on the final assessment test.

Hiring for these highly-skilled SPs began approximately ninety (90)-days prior to the Medicare Part D yearly enrollment period and required a focused recruitment strategy and detailed project plan. Stream's HR, training and operations teams worked closely with the client to develop a comprehensive job profile, recruitment campaign, licensing process and training program for both service centers.

BENEFIT SUMMARY

- Met HIPPA compliance regulations
- Met aggressive ramp requirements, hiring 450 service professionals in rapid time
- Achieved total sales close rate of 30.3%, ranking #1 out of all vendors
- Attained highest sales during 25 out of 35-day program



In order to attract the necessary number of employees for each site, Stream developed local recruitment ads offering attractive incentives to potential hires. A pay for performance model was introduced to drive SP performance toward two key milestones: the successful completion of the state licensing exam(s) training and background checks. A hiring profile outlining client skill and knowledge requirements and a customized pre-screening guide was also created by a dedicated Stream expert familiar with state healthcare recruitment and insurance licensing requirements to ensure selection of the most suitable candidates.

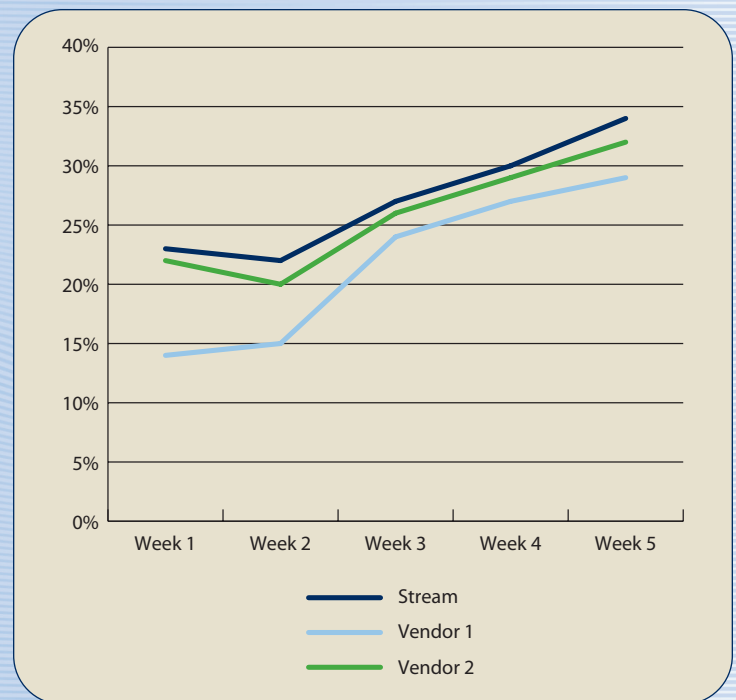
Stream’s training program comprised three phases including a pre-licensing program, state exam and service product training. Third-party organizations were brought onsite to both Stream centers to prepare students and administer the resident state licensing exam. In addition to having a home-state license, candidates were required to be cross-licensed to support out-of-state callers. Pre-licensing training lasted one week and candidates were given the following week to take the state exam. Once candidates passed the state licensing exam, they entered the product training phase, which was developed and led by Stream instructors. This two-week training program focused heavily on product knowledge, as well as client performance metrics and expectations and delivering superior customer service.

DELIVER QUANTIFIABLE RESULTS

Stream met the client’s aggressive ramp requirements, successfully hiring, training and licensing approximately 450 new service professionals within two months. In Watertown, NY Stream hired 250 professionals to handle customer calls from 21 different states. In the Rio Rancho, NM service center Stream had a total of 149 English speaking professionals and 25 Spanish speaking SPs handling calls from 27 states.

During the five-week open enrollment period, both Stream sites handled a total of 166,173 calls and processed approximately 50,000 applications, equating to a total sales close rate of 30.3%. Stream ranked number one for close rates among all the client’s providers. Stream also beat the competition on daily performance levels, achieving the highest sales in 25 out of a 35-day program.

Close Rate Comparison



About Stream Global Services

Stream is a premium business process outsourcing (BPO) provider of sales, support, and customer care services for the Fortune 1000. Stream is a trusted partner to some of the largest technology, retail, entertainment/media, telecommunications and financial services companies. Our service programs are delivered through a set of standardized best practices and sophisticated technologies by a highly skilled workforce of approximately 30,000 employees based out of 50 service centers in 22 countries supporting 35 languages. Stream continues to expand its global presence and service offerings to increase revenue, improve operational efficiencies and drive brand loyalty for its clients. To learn more about the company and its complete service offerings, please visit www.stream.com.

Stream Global Services
 20 William Street, Suite 310, Wellesley, MA 02481
 t: 888.284.5834 www.stream.com

