

Blue Shield of California

Individual and Family Health Insurance Provider in California



The Organization

As a nonprofit health plan, Blue Shield of California is guided by their mission and values, which is to encourage innovation and focus the group's efforts on transforming the current healthcare system into one that is worthy of family and friends.

Motivation for Change

Blue Shield of California is incredibly proud of their consistent ranking as a great place to work. They believe that providing their employees with a great place to work is not only critical to delivering a great customer experience but also to maintaining employee morale. Blue Shield wanted to level the playing field for their customer service representatives by providing more work flexibility which mirrors, as closely as possible, the flexibility enjoyed by departments outside the contact center.

Desired Solution

Blue Shield was looking for a workforce management solution that would allow them to move away from traditional shift bids and a restrictive annual paid time off (PTO) bidding process. They also wanted to automate as much as they could within their system to increase the workforce management (WFM) team's productivity and provide their customer service representatives (CSR) with more streamlined processes for shift bids, time off requests and more.



Why Aspect

Aspect Software and Blue Shield of California have been long time partners, and when Blue Shield was looking for a next generation workforce management solution, the group felt that Aspect had all the qualities and capabilities that they were looking for. Aspect also had an advanced professional services team which was able to help configure their workforce management software.

The Results

Since deployment of Aspect® Workforce Management™, Blue Shield of California has seen greater satisfaction from their customer service representatives. They have transitioned a third of their workforce to preference-based scheduling, which assigns a high priority to CSR personal schedule preferences. Blue Shield can deliver about 80% of customer service representatives with their first choice pick for schedule, allowing customer service representatives more flexibility and satisfaction with no business risk.

They also updated their PTO bidding process. Rather than expecting their customer service representatives to know far in advance what days off they wanted for the entire year, they now allow their customer service representatives to choose the vacation time that they want by using vacation allocations on an 18-month rolling schedule. As a result, the group anticipates a reduction in Monday and Friday shrinkage. With their new scheduling process, Blue Shield of California has moved towards automating as much within the workforce as they can and managing by exception. They have seen a significant increase in productivity as a direct result of these changes. Previously, Blue Shield had 18 dedicated WFM analysts and found that they were able to successfully reduce the team to 12. This represents a 33% productivity improvement and savings in the WFM Team alone.

“We stabilized our core metrics as we started cleaning up the system, and once we upgraded, we could implement a lot of automation, providing our customer service representatives more control of their schedule, and provide the work life balance they desire.”

– Don Akers, Manager, Workforce Management

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About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, allowing organizations to unite around the customer journey. By developing fully native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities within a single customer engagement center, we enable dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging the agility of our worldwide cloud infrastructure and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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