



# Elevating Excellence

Optimizing Customer Support & Improving Services During Peak Times



## Who is the Client?

The client is one of the largest health insurers in the US, delivering a comprehensive range of services. They offer medical, pharmaceutical, dental, behavioral health, long-term care, and disability plans to promote whole health.

## Industry

Health Insurance Provider

## Operational Overview

LSA has been providing language services to this Client since 2005. The Client began to migrate more business to LSA in 2016, and by 2023, our support expanded significantly across multiple states, dozens of business units, and numerous service lines. LSA has worked with this Client to improve customer satisfaction and provide language support whenever and wherever needed. This partnership has dramatically improved the experience for members and providers, and increased agent satisfaction with over the phone interpretation, virtual appointments, and last-minute onsite interpretation emergencies.

## Services



Over the Phone Interpretation



Video Remote Interpretation



Onsite Interpretation



CMS Planning



Compliance Initiatives

## Business Challenges

### Maintaining Quality Services while Keeping Up with Demand

Working with their previous language vendors, the company was challenged with meeting the needs of non-English-speaking members effectively without sacrificing quality. As the influx of calls from multilingual members continued to increase, existing language support could not meet the demand. The average wait time for a phone interpreter rose above ten minutes, and callers were often connected with linguists who were not qualified to handle health insurance-related matters.

### Unfulfilled Onsite Interpreter Requests

Onsite interpreter requests were left unfulfilled because the Client's provider could not offer the necessary resources to deliver the required services. Complaints consistently came in, not only from associates but also from members.

### Transitioning to an Efficient Language Provider Without Disrupting Services

The challenge for the company was to find a language solutions partner to step in and seamlessly take over interpretation services from their previous vendor. Pivotal to their search was a vendor who could deliver high-quality language support, ensuring calls were answered quickly and accurately, and onsite requests were filled promptly, without sacrificing quality or customer care. The transition needed to be enacted without affecting services.



## Solutions Delivered

### Fast Connections to Qualified Over the Phone Interpreters

Language Service Providers often overextend themselves when taking on new customers. LSA brought the Client a well-planned and coordinated implementation of services to dozens of their businesses. We ensured that additional interpreters were onboarded to meet demand levels before taking on new business from the company. This kept LSA from pulling existing resources away from other customers to meet higher demand requirements. As a result, we continue to maintain exceptional service for any new call center or business unit that comes on board.

Additionally, through LSA's careful vetting of interpreters, we provided highly qualified linguists with experience in the healthcare field. With an expert team of interpreters and the utilization of our proprietary skills-based routing, LSA was able to ensure connections to the most qualified interpreters for every call. The Client improved services, enhanced agent productivity, and enabled contact centers to handle more calls every day.

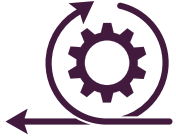
### Fulfillment of Onsite Interpreter Requests

When an interpreter is required in person, successful onsite interpretation services rely heavily on geographic location and the interpreter pool available. In many areas, support for in-person provider/member visits was lacking due to a short supply of qualified interpreters with their previous provider. LSA was able to leverage our national network of interpreters, source, and onboard additional qualified interpreters where necessary, and deliver exceptional service to meet the growing demand and improve service levels.

### Seamless Transition to Our Services

LSA began by gaining a full understanding of the needs of each individual business unit within the company and ensured a seamless transition without interrupting daily operations. LSA coordinated with the Client to create a strategy and timeline that fit the needs of the client and executed the plan with consistent communication throughout. The process included multiple implementations to meet specific timelines and training of the client's agents with constant support 24/7/365 – both during and post-implementation.

## Service Highlights



LSA ensured a seamless transition to our services with regular communication and planning throughout.



LSA consistently connects the Client to experienced interpreters in seconds.



LSA provides training for the Client's employees' use of our services.



LSA continues to coordinate with the Client to create strategies and timelines aligned with their needs.

## Real Results



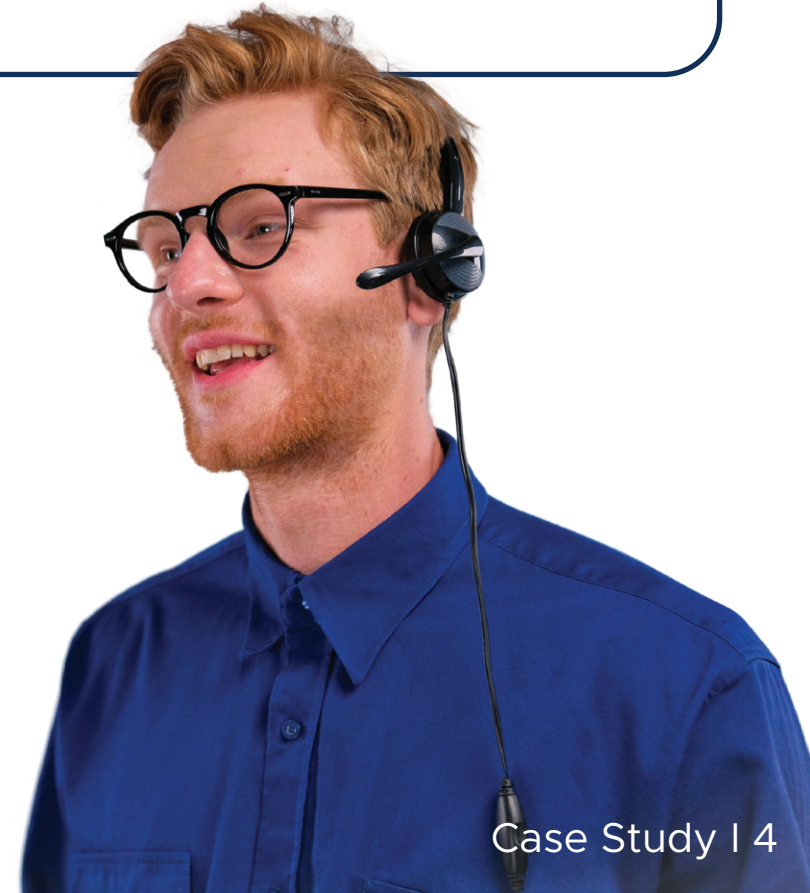
For Three Years, LSA's Average Interpreter Connect Time Across all Languages has Been 23 Seconds

99%

99% of Calls are Connected and Serviced



The Average Speed of Answer is 9 Seconds





Working with Language Services Associates has been remarkable. Prior to our partnership, we were challenged with the increasing number of limited English proficient (LEP) members. As our call volume increased, wait times for our vendors' interpreters were astronomical. Our previous vendor did not have qualified interpreters in the languages we needed, nor did their interpreters understand the important healthcare concepts necessary to complete a call with our members. We had angry members calling in regularly to complain about their experiences and our staff was beyond frustrated.

When LSA stepped in it was nothing short of a miracle. They offered a clear transition plan that allowed us to smoothly switch over services without interfering with our day-to-day work. They provided training for our staff on a schedule that worked for us and were quick to answer any questions we had. Wait times were cut significantly, and calls were answered by professional interpreters who understood the nuances of our industry and spoke the languages we needed.

LSA's interpreters are knowledgeable, professional, and friendly. Since partnering with LSA we've incorporated their services in dozens of business units within the company and we continue to successfully meet important metrics while providing vital services to our LEP communities."



## Learn More



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