

# Consumer Support: Web and Call Centers

DEPARTMENT OF HEALTH AND HUMAN SERVICES  
CENTERS for MEDICARE & MEDICAID SERVICES  
Center for Consumer Information and Insurance Oversight

Health Insurance Exchange System-Wide Meeting  
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# Agenda

- Web
  - Brief Overview of FFE Plan
  - Best Practices – Things to Consider
- Call Center
  - Brief Overview of FFE Plan
  - Best Practices – Things to Consider

# Web Background and Overview

- CMS will stand up a website by October 2013 to enable eligibility determinations, plan comparisons, and plan enrollment for consumers in Federally Facilitated Exchange (FFE) States.
- In advance of the October 2013 date, CMS will launch an educational website to inform consumers, advocates and partners, employers and employees, and various assisters about the Exchange program and how the eligibility and enrollment process will function online for consumers in FFE States. We will also cross-promote existing resources for consumers in State-based Exchange (SBE) States.

# Federally Facilitated Web Approach

- There will be a web presence for the Federally Facilitated Exchange, which will house the individual State Exchanges being operated by the Federal government.
- The website will first ask visitors for their State and will route those in SBE States to their local SBE website.

# Web Best Practices

- Perform as much usability testing as possible to determine how to make the site easy to use. The Exchange workflows are complex by definition so the website needs to help guide users.
- User testing to inform content strategy and development, including content on health insurance.
- Insure accessibility for users with assistive technologies.
- Have a strategy for mobile and social media.
- Utilize web analytics to improve online tools (e.g., monitor broken transactions).

# Call Center Background and Overview

- CMS will stand up a call center by October 2013 to respond to open enrollment inquiries, assist with eligibility applications, perform plan comparisons and enrollments for consumers in FFE States.
- The call center will likely be up and available to take calls before October 2013 (to provide support for any awareness-related outreach).

# Federally Facilitated Call Center Approach

- Built off of infrastructure, expertise and best practices from 1-800 MEDICARE
- Agent desktop application
- Interactive Voice Response (IVR) self-service & call routing
- Backend integration with website and supporting IT systems

# Call Center Best Practices

- Determining Call Center Performance Metrics
- Voice Call Back Technologies

# Topics for Discussion

- “Warm” transfers?
  - Between FFE and State Agencies
- Common customer experiences