

Understand Friction, Transform Your Business and Delight Your Customers

NTT DATA Customer Friction Factor Service for Health Plans

Benefits:

- Provides insight into how customers conduct business with your organization
- Identifies the barriers to improving member and provider satisfaction
- Guides member acquisition, retention and up-selling
- Prioritizes critical projects and helps establish digital strategy and roadmap
- Complements existing corporate strategy by providing return on investment justifications
- Improves member experience
- Reduces provider frustrations

Whether it's shopping online for a new health plan, booking a doctor's appointment, or finding benefit and claims information, the experience of interacting with a health plan sticks with the customer and influences how (and with whom) they choose to conduct business in the future. As the industry progresses further into the digital economy, these interactions become more frequent and complex.

Codified business processes, also called IT, define how your organization interacts with customers while driving revenue, profit and efficiency. If you want to improve these business measures, then you need to understand your customers' experience.

This is the goal of NTT DATA Customer Friction FactorSM (CFFSM) Service, our proprietary framework for evaluating, understanding and improving how customers conduct business with your organization.

Why NTT DATA Services?

As one of the market's leading service providers of digital strategy, customer relationship management, mobile apps, user experience, marketing platforms and social media services focused on the healthcare industry, NTT DATA can help you build relationships with your members and the physician community, backed by comprehensive healthcare consumerism capabilities and solutions.

By identifying customer friction — any aspect of customer interaction that has a negative impact on the customer experience — we can help you quantify and eliminate trouble spots. We develop a highly actionable roadmap to reduce friction and also give specific recommendations to improve your digital footprint with the aim of supporting the health of your members and your organization well into the future.

Choose a recognized industry leader and innovator with a proven track record for success. Choose NTT DATA.

NTT DATA Customer Friction Factor Service for Health Plans

Good or bad, the interactions customers have with companies stick with them. The less friction a customer encounters, the more likely they are to continue to doing business with the company. As interactions become more frequent, more self-service and more complex in the digital age, you need to ensure you understand the customer experience. Our CFF Service fully measures and mitigates customer friction across your entire company. Following a CFF Assessment, you'll understand:

- The degree of friction your customers are experiencing across channels
- How that friction compares to your competitors
- What actionable steps you can take to reduce customer friction

By clearly quantifying your organization's customer friction, we give you all the information you need to begin reducing it — improving your customers' experiences, increasing their loyalty and delighting your customers.

Examples of customer friction in healthcare include long wait times to see a physician, technical issues in a member or provider portal, the complexity of sharing patient records between physicians, patients and facilities, and paper-based systems slowing down back-end processes.

Whether your customer is internal or external, customer friction exists across five categories:

- **Engagement:** the touch points your business uses to interact with customers
- **Process:** the steps your customers must follow to complete a transaction
- **Technology:** aspects of IT solutions that support your services
- **Ecosystem:** the steps outside of your organization required to serve customers
- **Knowledge:** the way information is used throughout the course of a customer transaction

What makes CFF unique?

In the past, companies tried to measure customer friction across these categories using traditional methods, such as customer surveys (too reactive), net promoter scores (limited in scope) and sentiment analysis (contains a sampling bias). Unlike these methods, our CFF Service takes a 360-degree view of the customer journey, strives to proactively understand the customer experience and leads to actionable results.

Our approach is fast, yet comprehensive. In a matter of weeks, you'll understand the challenges your customers face in doing business with your organization and have a series of recommendations to reduce customer friction. Using a CFF Assessment, we can provide comparisons against competitor benchmarks and best practices, while delivering insights into what your customers are actually experiencing.

Scoring Breakdown: Leaders and Laggards

		TOTAL		ENGAGEMENT		PROCESS		TECHNICAL		KNOWLEDGE		ECOSYSTEM	
		PTS	TOTAL Δ	TOTAL	ENG Δ	TOTAL	PRO Δ	TOTAL	TEC Δ	TOTAL	KNO Δ	TOTAL	ECO Δ
Top score	Payer A	119	-37.5	31	-0.3	36	-18.7	31	-17.3	11	-4.7	10	3.4
	Payer B	130	-26.0	8	-23.5	44	-10.9	54	6.0	16	0.2	9	2.2
Sample market	Payer C	139	-17.1	53	-21.7	39	38.6	39	-9.6	6	-9.7	4	-3.0
	Payer D	143	-13.7	26	5.3	64	9.0	38	-9.8	11	-4.9	4	-2.7
	Payer E	146	-10.8	23	-8.3	44	-11.1	57	8.4	18	-2.4	4	-2.3
Sample market	Payer F	156	0.0	22	-8.6	63	8.1	49	0.3	16	0.9	6	-0.7
	Payer G	165	9.0	50	18.9	54	-1.0	43	-5.7	15	-0.2	4	-3.1
	Payer H	195	38.7	50	18.9	74	18.5	38	-10.6	22	6.1	12	5.7
Low score	Payer I	214	57.8	20	-11.0	67	12.2	101	52.5	18	2.6	8	1.4
INDUSTRY AVERAGES		156		31		55		58		15		7	

Best in Class Challenged

LEGEND -50 -20 -1% AVG 1% 10% 20% 30% 50%

A CFF Assessment enables you to measure your providers' and members' experiences in comparison to your competitors.

Friction drives away customers

Imagine a customer who needs to update their billing account information to pay their insurance bill. Naturally, they try to accomplish this online but can't. They then speak to a customer service rep who asks for an email address and promises to send a PDF.

After receiving and filling out the form, the customer realizes they have to fax it back. (What year is this?) Not having a fax machine, they have to find one, send the document and wait for receipt confirmation — which never comes. (How quickly will they switch to a competitor?)

Contact NTT DATA to take the first step toward delighting your customers.

Visit nttdataservices.com/healthplans to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

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