



Central States Funds Improves Customer Satisfaction with Napersoft CCM Document Platform

Background:

Taft-Hartley Fund organization with 100,000+ participants.

Goal:

Improve member service and satisfaction and attract new members by timely delivery of personalized member documents.

Solution:

Implement Napersoft CCM Document Platform to create and distribute timely, professional looking member documents.

Results:

Streamlined document processes and improved member experiences overall.

“The Napersoft CCM Document Platform has improved the speed and efficiency of our communications. Our business users can make changes to a document template and have them in-production almost immediately.”

-Steve Kolasa, Service Team Leader, Central States Funds

About Central States Funds

As a Taft-Hartley Fund, Central States Funds administers benefits for hundreds of thousands of multiemployer participants, dependents and retirees.

Since 1950, the Central States Health and Welfare Fund has grown into one of the largest claims processing centers in the United States, handling over 12,000 claims each day.

The Central States Pension Fund, established in 1955, is one of the nation's largest Taft-Hartley Funds providing monthly benefits to over 210,000 retirees and surviving spouses.



Improve Customer Service & Satisfaction

Central States Funds' main goal is to provide exceptional customer service. With more than 90,000 explanation of benefits (EOBs) generated each week and 4,000 calls per day to their customer service center, the speed and quality of communications with their members has a direct impact on the level of customer satisfaction.

CCM Document Platform is Selected

After evaluating several Customer Communications Management (CCM) solutions, CCM Document Platform was selected for its ability to easily integrate with all departments in the customer's organization and their enterprise wide systems, as well as for its multi-channel distribution capabilities. The number one goal of increasing member satisfaction was achieved, and significant cost savings were realized.

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Historical Approach

Prior to implementing Napersoft CCM Document Platform, multiple systems were used by different departments to create various correspondence such as pension letters, summary of contributions, explanation of benefits (EOBs), and other forms of correspondence.

This method required programming expertise and involvement from IT. Once the documents were created, it was labor intensive to check calculations and information contained within the documents. Since each department used its own method to generate documents, it was difficult to share information and documents between departments.

The time to respond to customer inquiries was long, expensive, and resulted in inconsistent formatting of letters and documents across departments.

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“One of the key benefits of CCM Document Platform is the ability of any employee across departments to retrieve and view any document that was created and sent out to a participant. This gets everybody working with the same information and has really enhanced our ability to provide exceptional customer service.”

-Steve Kolasa, Service Team Leader, Central States Funds

The Results – A Better Way to Communicate

Napersoft CCM was installed and up and running in one week. The advantages of CCM Document Platform were immediately obvious to employees and members alike.

Departmental employees can now create and control their own document templates, freeing up IT resources to work on other tasks and reducing the time to respond to member inquiries. Napersoft’s ability to handle conditional paragraphs and reuse them across various documents, enabled the number of templates required to be reduced from 2,500 to 370 – 50 templates for Pension letters, 300 for Correspondence and 20 for EOBs. This saves a significant amount of time maintaining and approving templates.

EOBs were enhanced to provide details regarding deductibles, out-of-pocket expenses, benefits limits, and important messages and definitions to explain how the claim was processed. The resulting document was easier to read and understand and significantly increased customer satisfaction.

Continued Success

Recently, Central States Funds rolled out a member self-service Web portal. With CCM OnDemand Option, members are now able to view their own correspondence from the Central States Funds’ Web site, reducing the time to wait for information, and once again reducing the number of calls to customer service.