

The benefits of using the Customer Care Centre's Interactive Voice Response

In September 2014, Sun Life's Customer Care Center (CCC) implemented several improvements to its Interactive Voice Response (IVR) system that allows plan members to identify themselves using their plan information.

As part of our commitment to help you put your employees first, we regularly conduct plan member surveys – *Voice of the Customer* – to find out how we can continue to improve their experience with us. Through these surveys, we heard: "It took a lot of security questions and I got transferred a couple of times".

Did you know that together we can help to alleviate this frustrating situation for your plan members?

The enhancements to the IVR menu allow plan members to enter their contract and member ID numbers for quicker and accurate identification. The result: prompt contact with a Customer Care Representative (CCR) who has the appropriate skillset to assist the plan member with his or her inquiry.

Thirty percent of our callers are now successfully entering their plan information into the IVR at the onset of the call, resulting in faster, more effective service. These are great results, but we can do much better! The CCC is still receiving several calls a day that need to be transferred, calls that could be transferred to the right CCR on first contact, if plan members knew their plan information. Plan members told us that they do not like to be transferred often; therefore, we need to effectively help them reach the right CCR.

We've made it a business priority to aim to further improve the efficiency of our CCC line and here's how you can help us be even better:

- Promote to your employees the benefit of having their coverage card information available and entering as much information as possible in the IVR menu when calling us;
- If you were assigned a dedicated toll-free line when your plan was set up, encourage your employees to use it when contacting Sun Life.

When plan members provide their contract and member ID information, they are quickly and correctly identified by the system, have an increased level of privacy, and are able to reach the right CCR without being transferred more times than necessary.

Together, we can continue improving the customer experience of your plan members.

Questions?

Contact your Sun Life Financial group benefits representative.