

## CONTACT CENTER

# Securing 0% Abandonment Rates in Payer Contact Centers



## Conquering Call Abandonment

Abandonment rate is the percentage of calls where a customer hangs up before speaking to an agent, often due to long wait times or frustrations with the process.

This key metric is commonly used to measure customer satisfaction in payer contact centers. Since abandonment rates directly reflect the customer experience, lowering them is critical for ensuring timely service and retaining trust.

## Initial Challenge

At the beginning of 2024, Clarity Performance Solutions partnered with a large payer organization to improve their call center abandonment rates for FEB Provider customers.

We tracked a 3% abandonment rate in the first month, which was above their 5% SLA requirement, but still indicated room for significant improvement.

This rate indicated that providers were still experiencing delays and frustrations, potentially driving dissatisfaction and leading to repeat contact attempts, which put additional strain on agents.

## Action Plan

To help our client tackle this issue, we introduced a multi-pronged approach to eliminating call abandonment rates. This included:

- Optimizing **agent scheduling** to reduce hold times during peak hours
- Implementing an **AI-driven call-back feature** to allow providers the option of being contacted rather than waiting
- Enhancing **agent training** to handle calls more efficiently

These changes were rolled out in phases, starting in January and continuing throughout the first quarter of the year.

## Results & Improvements

Our focused interventions brought significant improvements. At first, abandonment rates increased slightly to 4% in February and 5% in March as transitions took place. From April onward, we achieved a consistent 0% abandonment rate through September — a testament to the effectiveness of our strategies.

The reduction from 3% in January to a sustained 0% from April to September highlights a remarkable improvement in our client's contact center responsiveness.

The improvement in abandonment rate led to better overall customer satisfaction, as FEP providers no longer experienced the frustration of prolonged hold times. Additionally, this created a ripple effect, decreasing the volume of escalations and repeat calls, which further reduced operational strain on our client's contact center.

**Reducing abandonment rates to 0% has the power to significantly enhance service delivery, improve customer experiences, and streamline operational efficiency in payer contact centers.**

At Clarity, we prioritize sustainable improvements in abandonment rates by continuously refining agent schedules, leveraging AI solutions, and offering additional training to ensure that peak performance is always maintained. Conquering call abandonment has never been easier for payer contact centers looking to lock down their customer experience.

Contact us at [www.ClarityPerformance.Solutions](http://www.ClarityPerformance.Solutions)