



Contact Center Ops Guide

From What to Why

In 5 minutes, find out where your conversation data could be cutting handle time, reducing repeat calls, and getting your team ahead of open enrollment.

You're already asking the right questions.

You feel it in the volume, in your agents' frustration, and in the conversations that keep coming back around to the same issues.

The gap isn't effort, and it isn't really your tools either. It's that most of the data that is available to you tells you what is happening. The why—meaning the specific process gaps, friction points, and conversation patterns driving your numbers—is sitting in your unstructured data. It's in the actual conversations your members are having with your team every day.

HOW TO USE THIS GUIDE

This assessment will help you see where that gap is costing you the most. It takes five minutes.



The self-assessment covers five operational areas: handle time, first-call resolution, IVR effectiveness, agent coaching, and open enrollment readiness.

For each question, mark

- ☐ **Yes, clearly**
- ☐ **Partially**
- ☐ **Not yet.**



Score yourself honestly.
There are NO wrong answers, only clearer ones.

YES, CLEARLY

PARTIALLY/UNSURE

NOT YET

01 Handle Time & Call Volume

Average handle time

Do you know which specific call topics or member issues are consistently pushing it higher — and why those calls take longer?

Call volume spikes

Do you know the specific triggers driving them early enough to get ahead of them before they compound into a bigger problem?

Busiest call periods

Do you know what members are actually asking about during those periods, and whether the answers they're getting are resolving their issues?

02 First-Call Resolution & Repeat Callers

Repeat call rate

Do you know the exact reason members are calling back — whether it's a routing issue, a rep knowledge gap, or a process design problem that no rep could fix?

Callback call types

Do you know the specific friction point in each of those call types that leave members without a clear answer?

03 IVR & Call Routing

IVR Effectiveness

Do you know if it's creating friction before a rep ever picks up — or routing members to the wrong place, setting up the call to fail from the start?

IVR Abandonment

Do you know how often members abandon mid-IVR and what they were trying to do when they gave up?

04 Agent Coaching & QA

QA Coverage

Do you know what's happening in the conversations your QA team isn't reviewing — and whether the patterns there look different from the ones they are?

Coaching Effectiveness

Do you know whether the issues you're coaching to are agent performance problems, or process and training gaps that go deeper than any individual agent?

05 Open Enrollment Readiness

Unresolved Friction Points

Do you know which call topics and friction points from last enrollment you haven't fully resolved — and are likely to hit you again at higher volume?

Prior Enrollment Patterns

Do you know the specific conversation patterns and member questions that drove your longest handle times and most repeat calls during that period?

What Your Score Means

Count your responses in each column. Where you land gives you a clear picture of where your unstructured data has the most to offer.

Mostly Yes

You have strong operational visibility.

You're ahead of most Health Plans. The opportunity now is speed: getting to the why faster, so you can act on it before it compounds. Even one or two 'partially' responses likely represent meaningful savings are still possible in agent hours or member friction..

Mostly Partially

You have the data, but not the full picture.

You're working with a partial view of what your members are experiencing. The gaps between what you're tracking and what you can explain are where repeat calls, long handle times, and agent frustration tend to hide. Closing those gaps doesn't require more data; it requires listening to the data you're already generating.

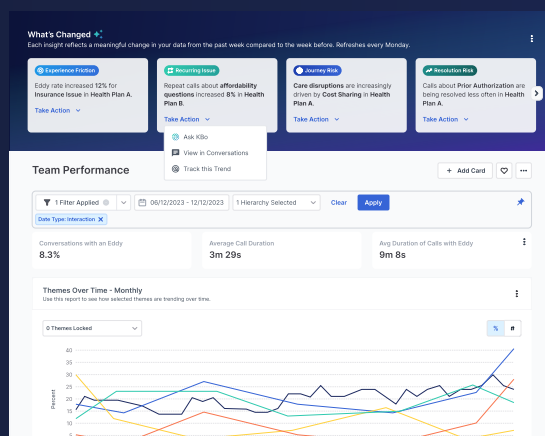
Mostly Not Yet

Your conversations are telling you more than your dashboards are showing you.

The good news: every answer to every question in this assessment is already sitting in your call recordings. You're not missing data, you're missing the layer that turns it into the why.

Ready to see what your conversations are already telling you?

Most health plans are live with Authenticx in 45 days. See what your first 30 days of insights could look like.



What Others Have Found When They Looked

Most analytics platforms were built for any industry and adapted to healthcare. Authenticx was built inside healthcare from day one, which means the models, the benchmarks, and the insights are native to the conversations your members are actually having.

Health Plans using Authenticx to surface the why behind their conversation data have seen:

18% ↓

REDUCTION in average call handle time by fixing the process gaps causing long, repetitive calls

\$800k

IN MONTHLY SAVINGS after identifying the root cause of repeat calls about the same pharmacy issues

300 AGENT HOURS

saved per month at a Top 5 Medicare Health Plans by improvising first-call resolution

22%

FEWER MEMBERS COMPLAINTS in one quarter by pinpointing the specific friction points driving repeat contact

→ TALK TO OUR TEAM

