



CASE STUDY

LEADING HEALTHCARE PROVIDER MODERNIZES IT'S ENTIRE CUSTOMER SERVICE DEPARTMENT WITH ITIL® BEST PRACTICES

By NETCOM LEARNING

IT systems have become a crucial part of today's healthcare facilities. Service providers implement and rely on highly customized and extensive systems that perform numerous vital functions. Holding onto outdated processes and technologies can diminish the customer's experience and harm a company's biggest asset: its employees. Whoever you are, whatever your business is, now is the time to see beyond the obvious and make it happen. This story will elucidate the need to balance business understanding with technology innovation and human insight.

Our client is a non-profit health and wellness organization located in Pittsburgh that operates health insurance plans in Pennsylvania, Delaware, and West Virginia. With a mission to provide high-quality, customer-centered care, this client wanted to take the lead in delivering a holistic, up-to-date customer experience. In doing so, the most critical factor was to upskill its employees.

When this company evaluated its training needs, it chose NetCom Learning as a trusted training provider because of our global scale and the values we hold on organizational learning and driving better business outcomes.

With the goal of creating an environment where employees can deliver great customer experiences, we developed a training solution for the ITIL® 4 Foundation certification. Since the ITIL® framework is an effective transformation instrument, it can be used to upskill, motivate, and retain your workforce, thereby improving your overall business performance. Let's dive into the story!

Stepping up to Diverse Demands with Leading Technology

The major challenge healthcare systems are facing today is the improvement of information systems. Most of hospital information systems departments in the United States lack administrative development. Problems such as scarcity of skilled personnel, the lack of project management skills, an unstable IT budget allocation, inadequate IT operational management, and a weak IT strategy are omnipresent.

Through customer research, our client found that most of the customers were not offered the right services and products. In fact, some of the executives could not put their company's values coherently in front of the customers. That's when this client realized that they needed to adapt to and navigate the new technological era by upskilling its personnel. They wanted to revise their inside processes and improve their entire customer service area so that all the employees could be in sync and work together as a team effectively.

In order to fix these issues, we suggested the implementation of the ITIL® foundation. It offers the best practice tools and techniques for planning processes that are aligned with business objectives, thus improving the quality of service in healthcare information systems.

The logical next step was to create a training solution that could help the staff to understand the customers better and make the entire interaction process effective. Fortunately, this client has already collaborated with us and knew that NetCom Learning is an ITIL® Authorized Training Partner that has been providing official training on ITIL® with the latest content.

A Vision of Collaboration, Engagement, and Customer Satisfaction

NetCom Learning first engaged this organization to help bring their vision of a one-stop-health destination to life. We created a training solution that facilitated strategy workshops with cross-functional internal employees to align them with the overall brand strategy. This included defining customer interaction strategies and enhancing communication skills while enhancing operational efficiencies.

Our training delivery journey included 17 classes for 400+ employees, each of whom received hands-on training in the tools and skills needed to serve customers with speed, efficiency, and agility. The number of candidates to be trained was tremendous, but our renowned trainers made it a huge success as they also provided pre-reading material specifically tailored for all employees. Throughout the training program, the employees were provided vital information to guide them on their upskilling journey.

"I definitely would encourage my colleagues to attend any upcoming ITIL courses, especially to better understand how an IT product is designed and supported by an organization. I found ITIL applicable to any role within our company, whether you are operations, delivery, or anything in-between. The instructor was engaging and provided good real-world examples and explanations." - ELP Associate

The results of the relationship between the client and NetCom Learning:

Our goal was to focus on the wider context of customer experience, value streams, and digital transformation to help the workers provide confidence and reassurance to their customers while consistently delivering better services. ITIL® works as a strategic asset to the business it supports. The training helped our client in a variety of ways:

- In a span of just two months, the client took all the classes and closed the skills gap of 425 employees.
- 17 training sessions took place in total, which provided a common language and tools that influenced collaboration within IT teams to deliver value to their business.
- These sessions enhanced communications among support team agents and between agents and customers.
- Streamlined interaction between product development, customer support, and sales teams started to occur, enabling a holistic approach to customer relationships.
- Applied ITIL® tools offered a clear capability model for the organization, aligning the employees to the business strategy and customer needs, resulting in improved company efficiency.
- Drastic growth in customer retention and sales performance resulted.

The success of our blended training solution proved that NetCom Learning could make a difference in healthcare and has led to other successful initiatives, including new collaboration opportunities with this organization to reach the biggest winner: the customer. Most importantly, our training and its impact on the client's employees have increased customer satisfaction and their level of trust in this health institution.

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We are NetCom Learning. We promote the values of lifelong learning.

NetCom Learning is an award-winning global leader in training, learning solutions, and talent development. Since 1998, we've been in the business of helping organizations reach optimal performance results and address challenges by managing all aspects of organizational learning.

With a team of dedicated and knowledgeable learning professionals having deep subject-matter expertise, NetCom Learning has serviced over 80% of Fortune 100 companies. We've helped over 10,000 organizations achieve their business goals by offering a full complement of Managed Learning Services, including IT and business training, curriculum design and content development, learning delivery and administration, consulting and advisory services, and management of learning technology.

We believe that an organization's ability to learn—and translate that learning into rapid action—is the ultimate competitive advantage.



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