



ThinkBox
HOGAN ONLINE LEADERSHIP RESOURCE



CASE STUDY | Regional Health Insurance Provider

SITUATION

Facing an increasingly competitive and uncertain future in the health care insurance market, this mid-sized provider recognized a need to differentiate itself by focusing on the quality of the customer experience. While the company had a strong track record of growth, they recognized that a key aspect of their continued strength would be dependent on how well their end customers (health plan members) regarded the quality of service they received in all interactions.

The company recognized that this was not just an initiative focused on their call center and customer service staff. The initiative had to touch everyone in the organization to help them adopt a customer-focused mindset.

WORKFORCE SOLUTION

The company selected Hogan ThinkBox to provide a blended learning solution that would impact all employees. After some initial planning and consulting on training needs, an intensive experiential learning program was developed and attended by a group of internal champions. This was followed up by a one-day class delivered to all leaders in the company.

While the classroom training was being developed, a parallel project was underway with the ThinkBox team to develop complementary on-demand learning tools that would be delivered to the broader organization. This included tips, toolkits, and videos that reinforced and extended the best-in-class learning content.

These new learning resources were embedded in the ThinkBox platform and made available to all employees in the company. In addition, the company developed a number of ThinkBox Learning Packs as a way to organize and track the extent to which leaders cascaded the learning to their teams.

RESULTS

The customer service training was conducted and the ThinkBox platform was successfully launched within the organization. In addition to being a platform to support the customer-focus initiative, the company recognized the strength of the ThinkBox tool to support other corporate efforts. Specifically, the company created a number of additional Learning Packs with resources to help managers respond to the results they received on their latest employee engagement survey. As a result, learning resources are widely available and easy to apply to help make an impact across the organization. Utilization rates were at 98% because of the diligence of the organization in embedding ThinkBox into a shared corporate strategic goal and the managers were held accountable for leading the team based learning from the Learning Packs in ThinkBox.