

# Maxicare

## ABOUT

Founded in 1987, Maxicare is a pioneer in the health maintenance organization (HMO) industry in the Philippines. Maxicare offers medical insurance and healthcare plans for individuals and families, and health care programs for organizations to help patients live their best possible lives.

## NICE SOLUTIONS

- [Workforce Management](#)
- [NICE Command Center Operations](#)



## CHALLENGE

Agents at the contact centers provide support through voice and non-voice channels and leverage a holistic model that combines front-line agent support and online healthcare services. With operations heavily siloed, Maxicare struggled to fully leverage the WFM platform and get the most out of the tool. They needed more structure to their WFM operations across the business and a more focused approach to their overall contact center operations, including how they work with their BPOs.

## SOLUTION

Maxicare selected NICE Command Center Operations, a Managed Service from NICE Value Realization Services (VRS) to help structure their use of WFM. VRS guided WFM administration, forecasting and scheduling, and high-level, real-time management. Working hand-in-hand with Maxicare grew the team's knowledge and confidence enabling them fully utilize WFM and its advanced features. It has resulted in stronger KPIs, improved average handle time, customer satisfaction, and user adoption.



## GREAT STATS

### 7-MINUTE

Reduction in average handle time

### 10%

Improvement in forecasting accuracy

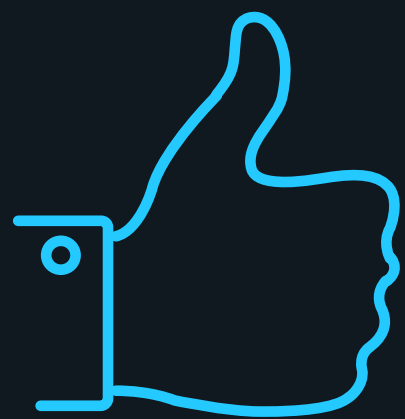
### 90.88%

Adherence performance



# 90%+

Customer satisfaction



“We wanted to maximize usage of WFM, improve forecasting, fully utilize scheduling module from manual scheduling to automated, and monitor real-time agent activities. **Change management led by VRS was the key driver in user adoption.**”

CHARISSE D. LEONARDO  
SENIOR MANAGER CONTACT CENTER  
MAXICARE