

“Fine Marketing Solutions played a critical role in helping us select the best contact center provider to handle our inbound customer service and enrollment needs. Their expertise throughout the entire implementation process and ongoing program management has proven invaluable.”

*VP Operations
Leading Provider Insurance Services*

Outsourcing Services- Smart Customers... Intelligent Connections

Services

- **Program Development**
 - Needs Analysis
 - Program
 - Documentation
 - Benchmarking
- **Vendor Selection**
 - RFP Development & Management
 - Technology Review
 - Agency Review & Selection
- **Contract Negotiation**
 - Service Level Agreements
 - Pay-for-Performance Modeling
 - Sensible Pricing
- **Program Management**
 - Implementation, Execution & Growth
 - Performance & Quality Management
 - Regulatory Comp
- **Consulting**
 - Agent Training
 - Supervisor Training
 - Operational Audits
 - IT Audits
 - Compliance Audits

Don't Take Our Words For It Take Theirs!

Case Study – Insurance Services

A leading provider of government sponsored health plans, with annual revenues exceeding \$2.0 billion annually, was not able to adequately service its Medicare Part D enrollees. Their incumbent vendor abandoned a high number of calls, causing the health plan to miss out on significant revenue opportunities while simultaneously driving up agents' average handle times and the associated telecommunications costs.

Losing thousands of dollars a day, the health plan enlisted Fine Marketing Solutions to quickly find an alternative outsourcing partner that could effectively service their Medicare Part D enrollments needs.

The Fine Marketing Solutions' Network in Action

Fine Marketing Solutions tapped into its network of world-class contact centers and found a perfect match; a vendor offering enough dedicated license insurance agents to meet the client's tremendous demand. The health Plan agreed and within 14-days of the initial request, the FMS Network Contact Center was enrolling new members at a rate 3.5 times greater than the incumbent vendor.

Never too Much of a Good Thing

Today, the Health Plan exclusively utilizes the FMS Network Contact Center to handle all of its Medicare Part D enrollment needs. Furthermore, given the quality of service received, the health plan has awarded FMS and its partner an additional 475 seats of customer service, split between sites located in the United States and the Dominican Republic. As a further vote of confidence FMS and its partner also handle all of the health plan's outbound telemarketing campaigns (over 25K hours per month).

Learn More Today

Find out how FMS can help your organization partner with the best outsourcing providers and maximize the value of those relationships.

Contact us at (614) 893-0382 or info@finemarketingsolutions.com