

CCSQ Support Central

An elevated customer experience

Presented by
CMS/CCSQ/ISG/DSS





AGENDA

- Introductions
- CCSQ Support Central + Service Center
- New Enhancements
- Our Technology Platform
- Customer Feedback
- Data Collection, Customer Satisfaction, and Analytics
- Demo
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- Contact Us!

Introductions

CMS, Centers for Clinical Standards and Quality (CCSQ),
Information Systems Group (ISG), Division of Shared Services
(DSS)

Jay Vancil | CCSQ Service Center Operations Lead

Min Lu | CCSQ ServiceNow Architect and Operations Lead



CCSQ Support Central and Service Center

CCSQ SERVICE CENTER

- The **CCSQ Service Center** has advanced expertise in CMS healthcare quality initiatives, policies, and information systems.
- We leverage our knowledge to provide world-class support across the CMS healthcare quality landscape.
- Our reach extends to providers, hospitals, and agencies participating in Hospital Quality Reporting (**HQR**), the Quality Payment Program (**QPP**), Internet Quality Improvement and Evaluation System (**iQIES**), End Stage Renal Disease Quality Reporting System (**EQRS**), and Electronic Prescribing of Controlled Substances (**EPCS**).

CCSQ SupportCentral

- CCSQ Support Central is an interface providing customers with access to services and information.
- We aim to support an omnichannel experience that users have come to expect with their everyday support interactions.
- Our goal is to foster a better customer experience when interacting with the Service Center.



New Enhancements



Call Scheduling

- Introduced October 2022.
- Provides customers with the convenience to schedule a call with a Service Center Agent, allowing them to meet with an agent at their preferred date and time to ensure their needs are met.



C.A.R.L (Chat and Resource Line) / Live Chat

- Released December 2022.
- Provides an enterprise conversational experience for both Service Center Agents and customers to resolve common requests. This offers customers an additional avenue to receive support.



SMS Verification (Track Ticket)

- Launched January 2023.
- Provides an additional, customer-friendly authentication method for the CCSQ Support Central Customer interface. This improves the customer experience for viewing ticket information.



Our Technology Platforms



Current API Integrations

- **Live Agent Chat (C.A.R.L.)**
 - The chatbot delivers chat requests to the next available skilled agent
- **Automated Email and Web ticket routing**
 - Email and Web cases are automatically routed to a skilled agent
- **Schedule a Callback**
 - Schedule a callback with a Service Center agent at customers convenience
 - Utilizes the Promise Keeper API in NICE-CXOne to place the scheduled callback on the agent's schedule



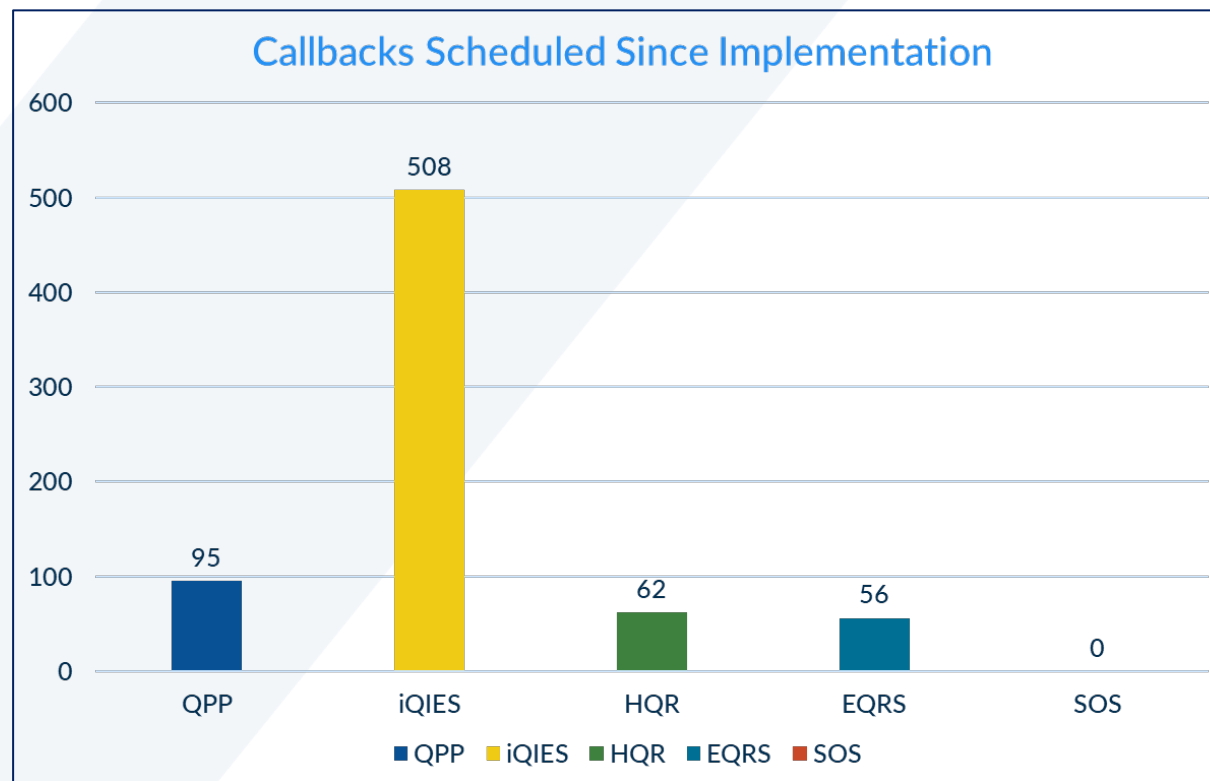
Customer Feedback

Your opinion matters! Our Survey Response Team (SRT) gathers customer feedback to help us improve our digital services and processes.



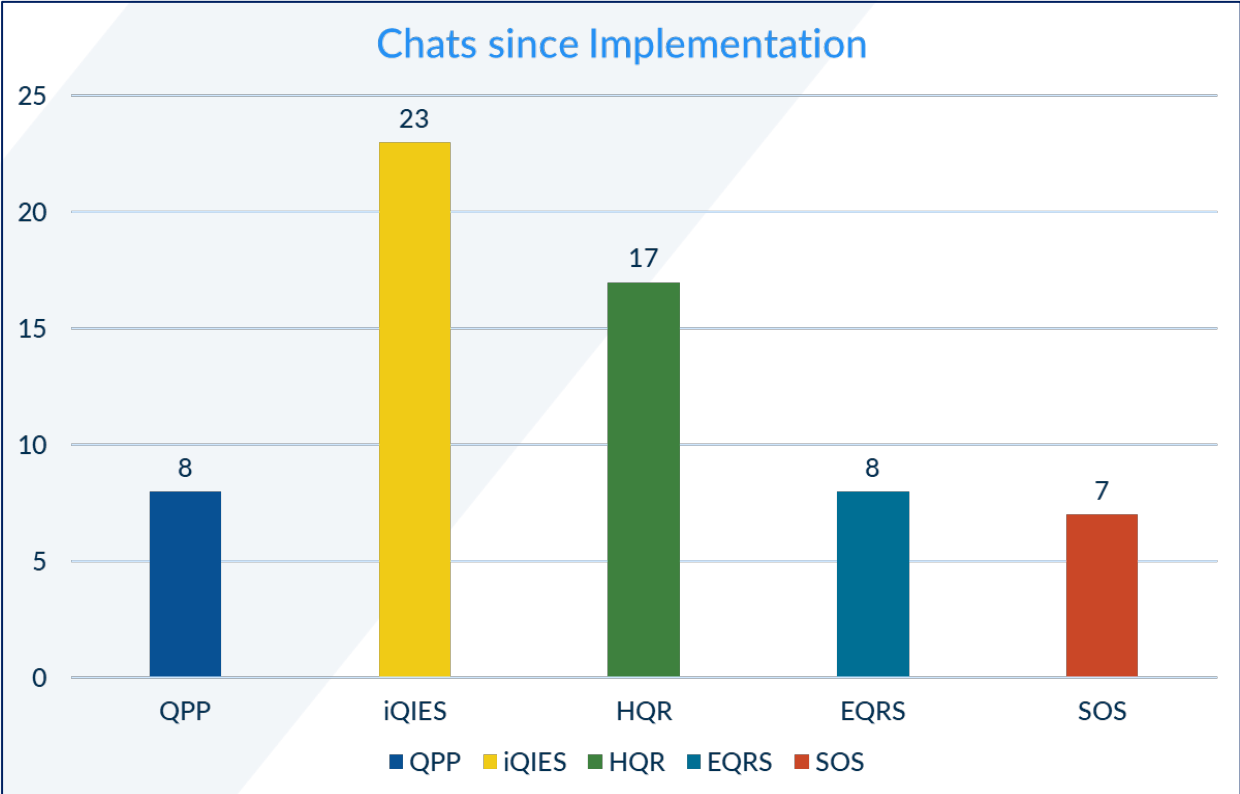
Customer Feedback – Call Scheduling

- **“I was so impressed.** When I requested a call because I didn't understand the feedback, a live representative with CMS called me and answered all my questions and then provided an in-depth answer to my questions. **Excellent customer service.”**
- “Scheduling a call had an **extremely fast turnaround** which I am not used to, so **KUDOS to your team!** I quickly got a live agent on the phone who helped me get my access back and get me to where I needed to be.”



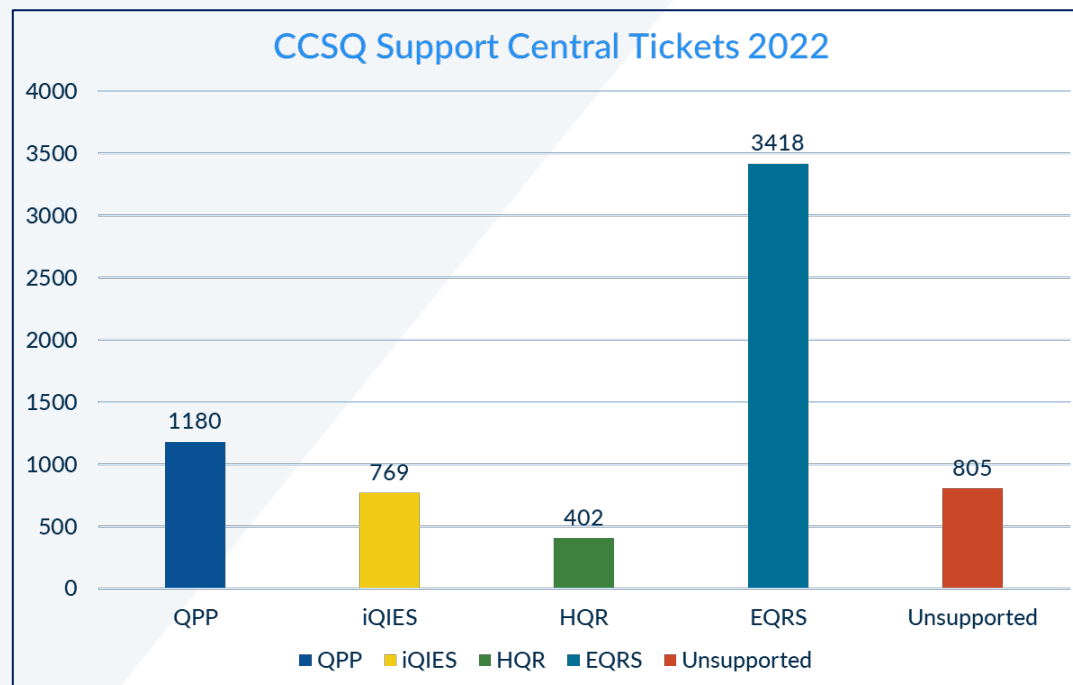
Customer Feedback – CARL/Live Chat

- “The representative, Amanda, **was friendly, professional, and knowledgeable**. She made the experience of **chatting with the QPP** center very pleasant.”
- “The **chat assistance** was prompt, easy to comprehend, and was accomplished in a short time. **Great Help!**”



CCSQ Support Central Feedback

- “Thank you for having **support options like this** for the physician’s offices. We try so hard to follow protocols but often lack time to call. Alexandra was **knowledgeable and helpful** in showing us how to use the portal effectively. She answered all my questions and helped me add my colleague to **track the ticket.**”
- “This was my first time using the CCSQ Support Central website, and I was pleasantly surprised by the **quality and ease of navigating.** Unlike the support website at my organization, this one was able to ensure my needs were fully met with the variety of tools available. **This has increased my trust in you all.** Many thanks!”





Data Collection, Customer Satisfaction, and Analytics

We use data to improve our customer experience.



Navigating and Collaborating on Paperwork Reduction Act

Background

- In July 2021, CMS ISG obtained OMB approval for an information collection request (ICR) titled "[Generic Clearance for the Center for Clinical Standards and Quality IT Product and Support Teams \(CMS-10706\)](#)" ([OMB Control Number: 0938-1397](#))." This generic clearance is for the Center for Clinical Standards and Quality IT Product and Support Teams (CIPST) to leverage for specific information collections and includes the Fast-Track approval process.
- The Service Center collaborated with OSORA, Tantus, GSA, HCD, OMB, and CMS on each information collection request submitted for PRA approval.

Current PRA Approvals

- ServiceNow Case Customer Satisfaction (CSAT) Surveys (1/3/2022)
- Customer Effort Scoring (CES) Surveys (10/17/2022)
- Chat/CCSQ Support Central – Basic data collection for creating tickets (12/7/2022)
- CCSQ Support Central Customer Satisfaction (CSAT) Surveys (9/12/2022)
 - For interactions including Create a ticket, Track an existing ticket, Live Chat, and Call scheduling
- Incident Surveys – Pending PRA approval



Measuring Customer Satisfaction

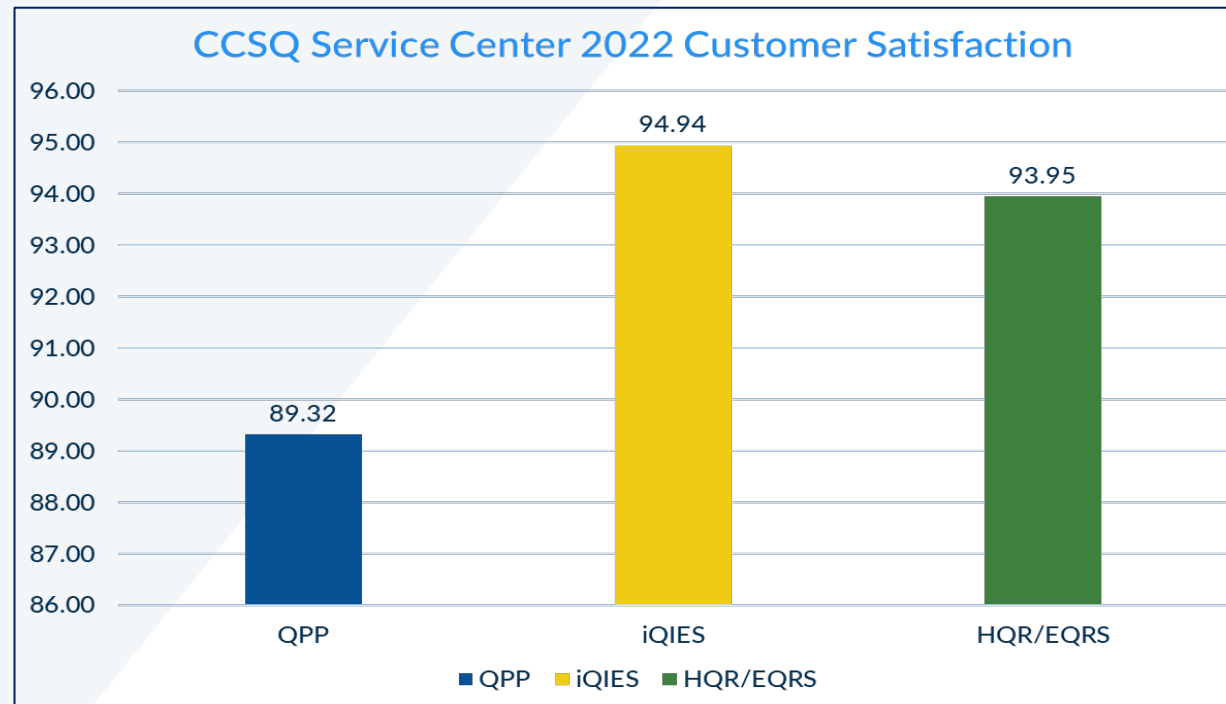
- In 2023, the CCSQ Support Central website is launching **site customer satisfaction (CSAT) surveys** to gauge how customers perceive the **overall experience** for the **“Create a Ticket,” “Track a Ticket,”** and **“Chat”** features.
- Customer satisfaction surveys for the “Create a Ticket” and “Track a Ticket” features will capture a range of responses pertaining to the satisfaction of the **customer’s level of effort, time on tasks,** and **suggestions for improvement.** Additionally, the Service Center HCD team can identify areas for **design enhancements and refine customer journeys** to ensure comprehensive usability heuristics.
- Customer satisfaction surveys for the **“Chat”** feature will be released later this year to obtain virtual chat **interaction, engagement, and retention insights.** Furthermore, the Service Center HCD team can determine the effectiveness of the **conversational flow** and uncover **humanistic machine learning** opportunities for Virtual Agent CARL.



Customer Satisfaction (CSAT) Metrics

Service Center Customer Satisfaction Scoring (CSAT)

- Currently, the **Resolved Ticket Customer Satisfaction (CSAT) Survey** is sent to all customers for issues relating to QPP, iQIES, HQR, and EQRS.
 - A CSAT survey measures how satisfied a customer is with a product, service, or interaction and ranges from “very satisfied” to “very dissatisfied.”
- The **CCSQ Service Center 2022 overall Customer Satisfaction (CSAT) rating** was **92.74%** and **program specific ratings** are as follows:



Customer Effort Scoring (CES) Metrics

Customer Effort Scoring (CES)

- An additional feedback loop that allows us to gain insights for QPP, iQIES, HQR, and EQRS into key service drivers is **Customer Effort Scoring (CES)**.
 - It asks **how much effort** a customer puts forward to get something done and is measured from “very easy” to “very difficult,” and translates to a 1–5 scale.

Process

- Surveying occurs monthly, and feedback is collected quarterly.
- During 2023, the Service Center plans to **build a baseline CES rating**.

Purpose

- The desired outcome of the CES process is to:
 - Provide actionable insights on methods to improve user experience (UX) and strengthen customer relationships.
 - Identify key service strengths and improvement opportunities for each line of business.



Why Data Analytics?

The Benefit

As CMS expands the digital experience, the collection of data insights are also expected to scale alongside the growth. The Service Center plans to analyze data to find insights that will drive business impact.

Gathering measurable data informs decisions as well as drives innovative and domain relevant solutions.

Becoming data driven allows all parties involved to understand the current state traffic on a website or platform and how to make it better.

Things to consider before a launch and after a release:

1. What are we trying to achieve?
2. How can we prove the value quantitatively and qualitatively?
3. Are we confident in the informed decision(s)?



Types of Data Analytics



Descriptive: What is happening (Real-time user data)



Diagnostic: Why is it happening (Root causes)



Predictive: What is likely to happen (Forecasting)



Prescriptive: Solutions for current and future state
(Output/Deliverables)



Data Analytics Future State

As the CCSQ Support Central website continues to **expand** with **self-service features**, we are preparing to integrate experience insight tools and data analytics utilizing robust technologies such as **Hotjar and Google Analytics**. Applying these tools simultaneously allows cross-functional teams and stakeholder(s) to understand:

- What's happening? (*Real-time user data*)
- Why is it happening? (*Root causes*)
- What's likely to happen? (*Forecasting*)



Demo and Looking Forward

Let's show you CCSQ Support Central and the exciting path ahead!



Demo



Looking Forward – Improvements and New Additions

- **External Facing Knowledge** via CCSQ Support Central and Chat
 - During 2023 we will **collaborate** with program stakeholders to **gather unique requirements** to ensure varying customer needs are being met.
- **Enhancements** to usability and functionality of **CCSQ Support Central UI** and **Chat**
- Addition of **Customer Satisfaction Surveys** for **Internal Customers**
- Customer **Data Analysis efforts** related to **Service Improvements**



Contact Us!

Have feedback? We want to hear from you!



ServiceCenterSOS@cms.hhs.gov



QualityNet Slack

[#ccsq-support-central-feedback](https://www.slack.com/join/shared_invite/zt-19q9k9k9-#ccsq-support-central-feedback)



Navigate to **Site Feedback** on [CCSQ Support Central](#) and share your comments.

