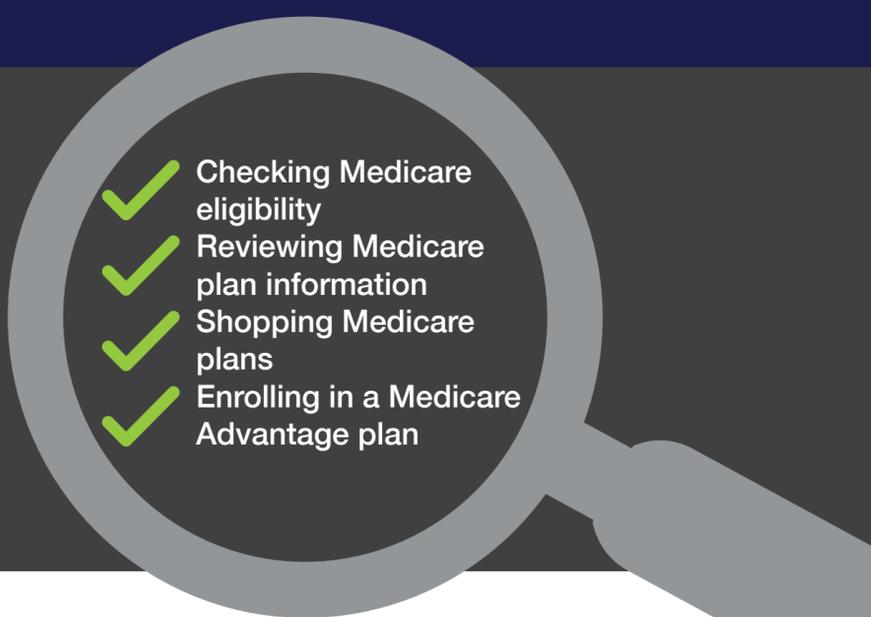


# Grading the Medicare Advantage Shopping Experience



With (on average) 20 Medicare plans to choose from, consumers have high expectations and little patience for friction in health plan interactions.

NTT DATA evaluated the process of shopping online for Medicare Advantage options at 42 different health plans by measuring the ease of:



Our assessment showed a wide disparity in performance across plans.\*



Best score: 150

The lower the score, the better.

Worst score: 270

**The Leaders**  
Simplified the process, making it easier for customers to shop

**The Laggards**  
Had 2x the friction of leading plans, risking customer abandonment

- ✓ 2/3rds used geolocation to automatically provide coverage comparison for shoppers.
- ✓ 70% provided eligibility information in two clicks.
- ✓ All cut the number of pages and decisions necessary to enroll in half.

- ✗ Almost 50% forced potential customers to create an account just to shop for a plan.
- ✗ Over 50% didn't provide a checklist to guide customers through the complex enrollment process.
- ✗ 93% failed to offer any type of live chat or help, forcing customers to call to get answers.

\*The 2018 NTT DATA Customer Friction Factor<sup>SM</sup> (CFF<sup>SM</sup>) Assessment measured customer friction across five categories and assign it a quantifiable score. Our assessment rapidly identifies an organization's customer friction points and helps justify the investments necessary to correct them.

50%

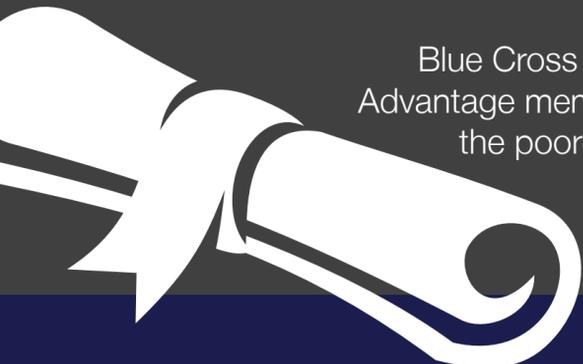
Nearly half forced shoppers to go to medicare.gov, completely losing control of the customer experience.

## Who's top of the class?



Blue Cross Blue Shield plans for Alabama, Northeast New York and Western New York

Blue Cross and Blue Shield of Alabama enrolled 25,898 new Medicare Advantage members in 2017, showing superior customer service pays off; the poorest performing plans in our study (all big national plans with deep budgets) enrolled only 6,480 new members in total.



Want to learn more?

➤ [READ THE FULL REPORT](#)

Visit [nttdataservices.com/customerfrictionfactor](http://nttdataservices.com/customerfrictionfactor) to discover how NTT DATA can help your company eliminate friction and provide a superior customer experience.