



Case Study

Partnership with AnswerNet to implement robust, cost-effective staffing and delivery strategies for open enrollment campaigns

Industry: Health Insurance

Client: A locally owned and operated health insurance carrier in the Southeastern U.S.

Timeframe: 2023–present



The Client

A major regional health insurance provider, independently licensed under a nationally recognized healthcare network, has been serving its members for more than 70 years as the only locally operated carrier in its state.



The Challenges

The client struggled to find an outsourcing partner who could offer a reliable and cost-effective way to maintain adequate staffing levels during open enrollment, when call volumes spike to their highest levels of the year.

Goals:

- Achieving and maintaining required staffing headcounts for the duration of open enrollment.
- Providing qualified, licensed agents who could match enrollees to the healthcare plans that are best suited for themselves and their families.
- Driving a consistent, branded sales presentation across all agent interactions to achieve optimum enrollment results, higher enrollee satisfaction and compliance/adherence to all best practices.



The Solution

AnswerNet partnered with the health insurance provider to deliver a flexible, high-performance solution for Affordable Care Act open enrollment. We staffed up to 125 licensed agents, added mid-campaign support to manage Marketplace hold times and launched outbound campaigns that drove inbound engagement and boosted enrollments. Operating on the client's internal platform, we streamlined scheduling and utilization for greater efficiency and impact.



The Result

AnswerNet's partnership with the client delivered measurable results across key areas. Outbound campaigns boosted enrollments with top agents converting at nearly 50%. Smarter staffing avoided overages and saved more than \$200,000. Trained agents resolved access issues and guided plan choices, improving satisfaction. Additionally, AnswerNet maintained a 75-agent core workforce, scaling up or down as needed to match daily call volume.

\$200K+

Saved through smart
staffing solutions

“Onboarding a new vendor ahead of open enrollment is always a huge challenge. We prepare our teams each year based on our previous experiences, but never really know what to expect until the phones begin to ring. AnswerNet has risen to the occasion and proven to be a highly adaptable partner. They have a strategic and operational approach that will get you ready for the selling season.”

— VP of Marketing, Health Insurance Provider

For more information, call, text or visit us online.

800.411.5777 | [answer.net.com](https://www.answer.net)

answerNet