

Project Request/Change

Change Request Number: CSC_0614201_01

Title/Description of Change: Introduction of MHBE Live Chat

Requestor: Tracy Brown Requestor email: tracybrown@maximus.com

Requestor Phone: 410.645.9758 Date of Request: 07/29/21

Requested Effective Date: August 1, 2021 Change Type: New

Reason for Change: Directive

If "Other", please describe: [Click here to enter text.](#)

Priority: Urgent High Medium Low

Scope: MHBE contracts MAXIMUS US Services, Inc. to provide live chat functionality in addition to the original inbound and outbound call services scope.

MHBE currently contracts MAXIMUS US Services, Inc. for the Maryland Health Connection (MHC) Consolidated Services Center ("Call Center") to assist consumers telephonically, applying for insurance affordability programs and enrolling in Qualified Health Plans, Stand-alone Dental Plans, and Medicaid programs. Effective August 1, 2021, MHBE will introduce live agent chat functionality.

The Live Agent Chat functionality will be used in conjunction with the current MHBE Chatbot, "Flora". Flora will continue to provide automated responses to frequently asked question (FAQ) as specified by MHBE, facilitate automated password reset functionality and other consumer queries. Within Flora, consumers will have the option to click a button to connect to a "Live Chat Agent" at any time or be presented with an option to transfer to a live chat agent when Flora detects a comprehensive response may be required for the consumer query.

The Live Chat Agent will be responsible for PII validation, Salesforce CRM documentation, HBX application assistance and, if applicable, escalated Supervisor assistance and return outbound call assistance.

MAXIMUS recommends the introduction of Live Chat as a five (5) month pilot program from August 2021 through December 2021. The pilot program will consist of a dedicated team of [REDACTED] live chat agents, [REDACTED] Team Leads, and [REDACTED] supervisor. During the pilot period, for the first 60 calendar days, each chat agent will be responsible for managing one (1) transaction at time, and on day 61, will increase to no more than 2 simultaneous chats. The pilot program will consist of MAXIMUS CSRs using Live Chat functionality to assist consumers with program features such as:

- Password Reset (when user authentication cannot be validated by Flora)
- Username Confirmation
- Verify Enrollment

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- Enrollment Confirmation
- Update household participants
- Update income
- Update my MCO
- MCO Confirmation
- Replacement MCO Card
- Update Demographics
- 1095-A Request
- Verification Status

The pilot phase will be used to develop appropriate metrics to manage the impact of live chat. During the pilot phase live chat agents will not be measured using the service level agreements for telephony-based agents as outlined in the RFP.

MHBE will provide real time and daily metrics via the management dashboard tool contained within the Live Chat tool. The weekly and monthly metrics can be extracted from Salesforce reporting functionality. Agent login and logout reporting is provided 'on demand' via the management dashboard tool contained in the Live Chat tool.

Maximus will provide an Excel spreadsheet consisting of all Live Chat agent's hours worked which will be supplied with the monthly invoice package.

MHBE will create training materials (training guide) and a sandbox for the purpose of building agent content expertise and skill in utilizing Live Chat functionality.

MHBE will conduct the initial train-the-trainer session for Maximus. Maximus will conduct all subsequent training sessions.

Prior to the end of the five (5) month pilot program, MAXIMUS and MHBE will evaluate the effectiveness of the program and determine if any changes to staffing or system modifications need to be introduced as MHBE moves forward with live chat.

Maximus agrees to collaborate with MHBE on increasing/decreasing staffing based on Live Chat utilization. Both parties agree to conduct weekly meetings to manage live chat functionality and staffing requirements.

MHBE will pay Maximus an hourly rate per agent of [REDACTED]. This blended rate includes the following:

- Live Chat CSR
- Supervisor support
- Team Lead support
- AWS license
- Genesys license
- PureInsights (reporting) license

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In addition, MHBE will pay Maximus an hourly rate of [REDACTED] to support the cost of training agents who will support Live Chat. Training costs will be managed on an ad-hoc basis to support the impact of attrition.

Role	Price per FTE Chat Agent	Estimated Hours	Cost
Chat Agent	[REDACTED] per hour	[REDACTED]	\$32,130.72
Training per FTE	[REDACTED] per hour	[REDACTED]	\$3,342.00

Month	July	August	September	October	November	December
Hours per FTE	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
CSR Training (cost x20 FTE @ \$27.85 per hr.)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Training Agents on Live Chat (4hrs x20 FTE @ \$27.85 per hr.)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Chat Agent Cost per Month (x20 FTE @ \$37.89 per hr.)	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Total:	\$69,068	\$133,372.80	\$127,310.40	\$121,248.00	\$127,310.40	\$133,372.80

Client POC(s):

- LeeAnn Sapp

MAXIMUS, Inc. POC(s):

- Glen Edwards – Project Director
- Tracy Brown – Account Manager

MHBE: Lee Ann Sapp Date: 7/30/21

Maximus: Eric L. Rubin Date: July 29, 2021

Print: Lee Ann Sapp

Print: Eric L. Rubin