



Customer centricity nuggets

Cigna is a global health service company, dedicated to helping the people it serves and improve their health, well-being and sense of security.

As a healthcare insurance provider, Cigna makes this happen through a broad range of integrated healthcare and related plans & services, besides proven health and well-being programs that are targeted to the unique needs of its customers.

The challenge

- TIS had earlier developed a CIGNA customer centricity game when the company was moving from a customer experience based approach to a customer-centric one
- CIGNA now moving to Phase 2 to reach out to a wider audience with the key messages on Customer-centricity and Customer Experience Attributes

The solution

- The serious game had scenarios of real time interaction with CIGNA customers, with a score dashboard
- Points got added on responding in the most customer centric manner
- For Phase 2, TIS Developed Short, interactive, high-impact multimedia 'nuggets serving as customer-centricity concept refreshers and Manager's Toolkit resources on key customer-centricity themes, e.g. video, PDFs, slide decks, documents
- Nuggets developed were of three types: photographic, papermation and whiteboard
- Quiz at the end to see if learning goals were met

CASE STUDY



TATA INTERACTIVE SYSTEMS

www.tatainteractive.com



The result

The games have allowed Cigna employees to see, in realistic and familiar scenarios what the future of the organization will look like.

TIS was recognized with a Bronze award for the Games to Create Awareness about Customer Centricity & Net Promoter Score, Module 1: NPS City – CIGNA under the Best Use of Games for Learning category at the Brandon Hall Excellence Awards 2013.