



## 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](http://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.

