# Compass or PeopleSafe - Being a Powerhouse Improving the Member Experience with Empathy

[What Is Empathy?](#_Toc169697775)

[Caller Is Frustrated](#_Toc169697776)

[Caller Is Sad](#_Toc169697777)

[Caller Is Confused](#_Toc169697778)

[Related Documents](#_Toc169697779)

**Description:** Guidance and suggestions on handling calls based upon various emotions to maximize the member experience.

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| What Is Empathy? |

Empathy is the ability to understand, be sensitive to, and vicariously experience the feelings and thoughts of others without having the same experience. Empathy is the ability to put yourself in the caller’s shoes.

When a caller expresses how they feel, it is important for you to:

* ** Express empathy as soon as the caller shares a concern or dissatisfaction.**
* ** Reinforce empathy as needed throughout the conversation to maintain support and understanding.**

**Acknowledge** them and determine what action should be taken. All replies to the caller should be in a genuine, caring manner without becoming involved in personal discussions, opinions, or related experiences. Your response should mimic the emotion of the caller.

* **Put your best foot forward** and use your call communication skills to help ensure the call process is **professional**. Provide the caller with a high level of **confidence** and **satisfaction**!

**Example:** [Universal Care - Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f).

[Top of the Document](#_top)

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| Caller Is Frustrated |

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**Caller:** “I am having trouble with your IVR. I may not be the world’s smartest person since I only have a master’s degree, but I am not able to order my medication using your IVR.”

* **Acknowledge: Show empathy to the caller with frustration in using the IVR.**

 I apologize for the inconvenience with our automated system, but I will be more than happy to assist you today.

**Or**

 The automated system can sometimes be frustrating, but I will be more than happy to help you with your concerns today.

* **Probe: Ask questions.**

 To assist you better, were you placing an order? Were you trying to update your method of payment?

**Or**

 Were you placing an order for yourself or a household member?

* **Prevention: Educate the caller.**

 When your call is transferred to a representative from the automated system, the order may not have processed. I will gladly take care of placing your order today.

**Or**

 The automated system does not allow methods of payments to be updated when you are placing an order. You can easily update your information on our website at any time, or I will be happy to update your information over the phone if you prefer.

[Top of the Document](#_top)

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| Caller Is Sad |



**Caller**: I have never done this, my husband used to take care of this. He died last month, and I have no idea what I am supposed to do.

* **Acknowledge: Show empathy to the caller with frustration in placing the order.**

 On behalf of (CVS Caremark) please accept our condolences on your spouse passing. I will be more than happy to assist you today with your order.

**Or**

 I am sure this is an overwhelming time for you with the passing of your spouse. I am so sorry for your loss and will be more than happy to help you today.

* **Probe: Ask questions.**

 If you would please allow me to confirm I am entering the correct account (check using name/DOB search) and see if the information has been transferred to an account with you as the member.

**Or**

 Have you notified the benefits office and received any new account information?

* **Prevention: Educate the caller.**

 I will transfer your current prescriptions from your previous account to the new account.

**Or**

 After you receive the new account information from your benefits office you will be able to access your account with your current prescriptions.

**CCR:** Review the account to see what Client Program Offerings apply and offer to lessen the confusion: one-time override, Automatic Refill and or Renew Program (ARP) MP notification, or Maintenance Choice.

[Top of the Document](#_top)

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| Caller Is Confused |



**Caller:** Hi, I am calling to place an order for my parents, and I have no idea how this works. They were in an assisted living center who managed their medications, and they are almost out. This is so confusing, I really do not have a clue. Can you help me with this?

* **Acknowledge: Show empathy to the frustrated caller when placing the order.**

 I will gladly assist you in placing the order for your parents. I know it can be confusing taking care of parents and keeping up with their medication as well as other responsibilities when you have not done them before.

**Or**

 I understand the place you are in right now. I know this can be confusing if you have never done this and I am more than happy to assist you.

* **Probe: Ask questions.**

 Is this a temporary or permanent move for your parents? (Obtain the date of the move.)

**Or**

 Will you be the only one calling in for your parents?

* **Prevention: Educate the caller.**

 Please be aware if your parents return to the assisted living center, any orders placed for medication will be charged to the default Method of Payment on file and an invoice will be sent with the order, as well as new Home Delivery forms.

**Or**

 To make it easier for you, please keep in mind that in addition to calling a representative to place an order, you can also use the IVR, Caremark.com or a Home Delivery form. If the doctor changes their medication, we also have a prescriber-dedicated number for your convenience (provide the FastStart phone number and fax number).

[Top of the Document](#_top)

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| Related Documents |

**Abbreviations/Definitions:** [Customer Care Abbreviations, Definitions, and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

[Universal Care - Consultative Call Flow (CCF) Process (095822)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c954b131-7884-494c-b4bb-dfc12fdc846f)

[Being a Powerhouse The Value of Empathy (006479)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=574c4d9a-35f0-44ac-aaec-97d9330c2802)

[Being A Powerhouse Index (008982)](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=7b0390db-a2ed-4307-b9c5-b842130225e9)

[Top of the Document](#_top)

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