



One-to-One Service



We believe our role is more than just handling claims. It's about building relationships and becoming advisors, so your employees get the most from their health care plan. And because we're local, your employees enjoy the convenience and support of a Michigan-based service team.

Whether it's through the Web, by phone or in person, we can serve your employees in the way that's most convenient to them.

Person-to-person

Our customer service centers across the state provide your employees with a completely different kind of service. The centers offer a welcoming and relaxing atmosphere where members can access educational resources on many health topics, find information on our products and services, or speak to a knowledgeable representative about:

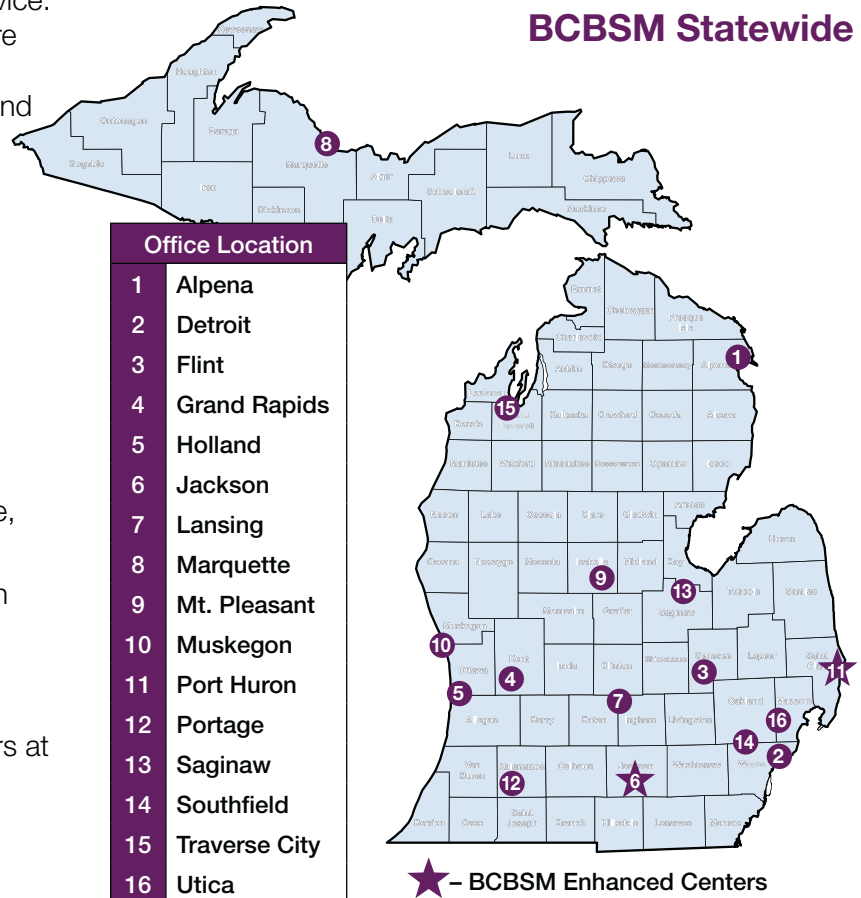
- Health care coverage
- Current plan benefits
- Claims questions
- Coordination of benefits
- Medicare Advantage questions

Our enhanced customer service centers serve as community resources for living a healthy, active lifestyle, with these additional features:

- Community meeting rooms available by reservation
- Self-service tools, such as Web kiosks
- Informative brochures, displays and videos

You can find information about all our statewide centers at bcbsm.com. Click on *Contact Us*.

Customer Service Centers BCBSM Statewide



The Blues Difference

Just a call away

With a dedication to providing world-class customer service, the Blues want your employees to take comfort in knowing we are just a phone call away.

The toll-free, nationwide phone number printed on the back of our ID cards and on our Explanation of Benefit Payments, gives your employees quick access to Blues customer service representatives when they have questions about their health care coverage.

Self-service Web tools

With a simple click of a mouse, your employees can access numerous Web-based tools through **bcbsm.com**. Our time-saving, secure online resources make it easier for our members to do business with us. These resources include:

- Your Benefits Guide
- Online Explanation of Benefit Payments statements
- Provider Directory
- Claims status
- Copayment and deductible totals
- Coordination of benefits
- Eligibility details about your dependents and their enrollment status
- ID card replacement information
- Regularly updated list of FDA-approved medications
- Healthcare Advisor™ to help members manage their health and make better health care decisions



Measuring our success

At the Blues, we commit ourselves to high standards for service to our members. We regularly evaluate and measure ourselves against these standards and report back to the Blue Cross and Blue Shield Association. Our member-focused philosophy is evident in the results.

On average, 6,000 members visit our 16 customer service centers each month. Here's how they rate our centers:

Very or somewhat satisfied with the center they visited	94%
Likely to recommend the center to a family member or friend	96%

To ensure our call center service is top-notch, we regularly measure our performance.

- More than **99%** of calls are connected without busy signals.
- Member calls successfully reach a customer service representative **97%** of the time.
- Member call center accuracy rate is **97%**.

** Figures based on third-quarter 2008 YTD Member Touchpoint Measures report*

Our *Member Secured Services* Web portal receives more than 1.5 million visitors each year, indicating our members find these user-friendly tools to be of value in managing their health care plans.



Community-centered
Customer-focused
Unmatched experience