



ICF Journey+™ Case Study

Through consumer research and journey mapping, a healthcare client learned that its members did not feel understood or respected. Successful transformation requires engaged employees, so ICF International developed a customer experience exhibit that included photographs, quotations, and experiential information for each customer segment. Brought to life through audio and video, “personas” told one-minute, day-in-the-life accounts of customers’ ups and downs in dealing with their health plan. The exhibit traveled as part of a roadshow to dozens of client locations as a way to educate staff on the importance of recognizing customers as individuals with real needs, feelings, and concerns.

Contact us to learn more about how **ICF Journey+** can help your organization.

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How We Do It: ICF Journey+ Education

The health care industry is shifting to an increasingly consumer-directed, choice-based model. A health plan client tasked ICF with developing a foundational understanding of its members with the objectives of mapping the customers’ journey, uncovering key pain points, and developing action plans to address them.

ICF conducted stakeholder interviews across the health plan to identify areas that needed improvement. One of those areas proved to be the lack of empathy and compassion with which plan staff treated its customers. Research with consumers reinforced the hypothesis that members felt unappreciated and unknown as unique individuals.

Working with health plan staff, ICF developed action plans to address the issue. Using data from a client customer segmentation study, ICF developed an interactive exhibit that featured photographs, quotations, and experiential information for each customer segment. Brought to life through audio and video, customer personas delivered in their own words a “day-in-the-life” account of interacting with the plan and how those interactions made them feel.

The exhibit was launched at the health plan’s corporate office and rotated to dozens of other locations for employees to experience and learn from. In addition, staff members were given takeaway materials to keep in their office and use as quick reference guides when interacting with customers. ICF recommended a full training program, including an internal communications strategy to piggyback on the exhibit experience.

Direct feedback from plan staff indicates that the organization has a better understanding and greater appreciation for its current and potential members. This mind shift to customer-centricity is the first step on the path to member loyalty.

About ICF International

ICF International (NASDAQ:ICFI) provides professional services and technology solutions that deliver beneficial impact in areas critical to the world’s future. ICF is fluent in the language of change, whether driven by markets, technology, or policy. Since 1969, we have combined a passion for our work with deep industry expertise to tackle our clients’ most important challenges. We partner with clients around the globe—advising, executing, innovating—to help them define and achieve success. ICF’s website is www.icfi.com.