

# "Live Chat" Implementation

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# Live Chat

"Live Chat" is an online channel which connects consumers from Flora to a live agent at the Call Center in real-time. MHBE intends to avail this channel for our consumers starting August 2, 2021, allowing time for CSRs to gain proficiency in this environment before the next open enrollment period.

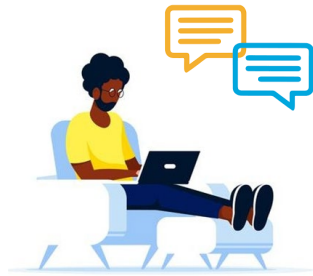


## Customer Service Values

- An additional communication channel to support our consumers
- Caters to the population preferring "Online" interaction
- Easy to provide consumers with information like weblinks, forms
- Ability to support multiple consumers at the same time
- Provides connected consumer experience
- Improves wait times at the Call Center



# Live Chat through "Flora"

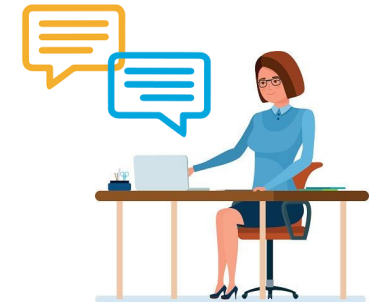


Consumer

1 Chat with AI Bot Flora



2 General Questions



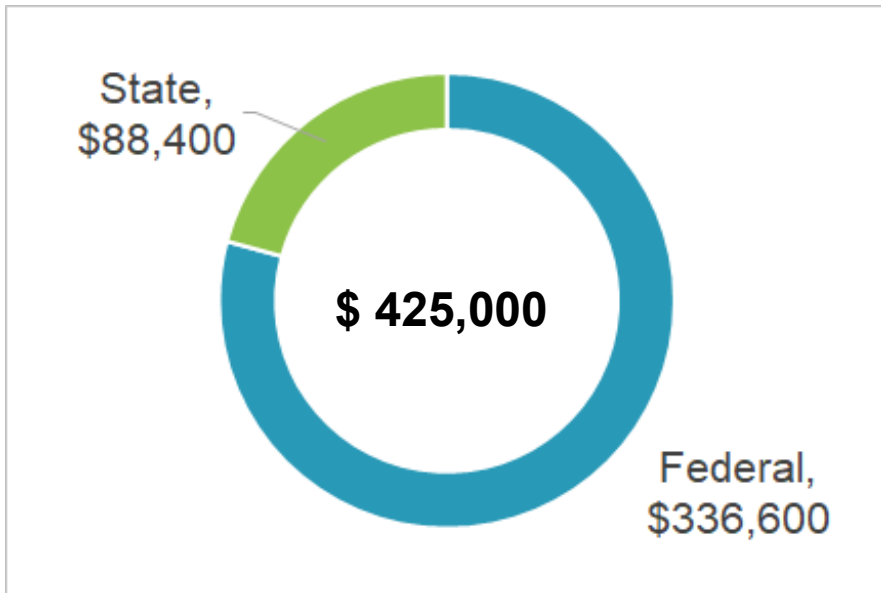
Customer Support

3 Account Specific Support



# Project Budget

The “Live Chat” implementation initiative is projected to cost a maximum of \$425,000 in FY21 for the development of the interface.



Project Category	Budget
Requirements & Project Management	\$40,000
Architecture, Design & Development	\$195,000
Security, Database & Integration	\$75,000
Testing & QA	\$85,000
Implementation	\$30,000
<b>Total budgeted cost</b>	<b>\$425,000</b>

# Request for Approval

The MHBE requests the Board to approve an increase in the Not-to-exceed (NTE) amount of the IT Consulting and Technical Support Services IDIQ (Indefinite Delivery Indefinite Quantity) contracts for the Fiscal Year 2021 by **\$425,000** to a new NTE amount of **\$25,156,500**.