

Start-up Operational Metrics: Weekly and Monthly Reporting

NOTE: Data Collected Weekly during Open Enrollment; Monthly during other periods

Category of Data Collection	Data Elements	Data Specifics
Call Center	Total number of calls	Number of calls that enter the integrated voice response system
	Average speed of answer	Average length of time for which a call is connected to automated call distribution system before answered (Average time a caller waits in queue before being connected to an agent)
	Abandonment rate	Calls abandoned by caller/all calls; Calls abandoned by caller/agent calls;
	Average Handle Time	Time agent spends on call
Web Chats (If SBM uses this channel)	Total number of chats	Number of chats that are requested
	Average speed of answer	Average time a caller (customer) waits in queue before being connected to an agent to chat
	Abandonment rate	Web chat attempted and not connected/all web chats
	Average Handle Time	Time agent spends on chat session
Website	Page Views	Number of page views across the whole site, average time spent per page
	Visits	Number of visits, unique visits, and averages
	Visitors	Number of visitors, unique visitors, concurrent visitors, and averages
	Session Time	Average session duration across the site as a whole, per section, tool, and top pages
	Bounce Rates	Bounce rates across the site as a whole, per section, tool, and top pages
	Sources of Traffic	Numbers of traffic inbound, split by type (search engines, referrals sites, widgets, badges, direct linking)
	User Accounts	Number of secure accounts established ("registered users")
	Email & listserv usage	Total number of subscribers, total number of electronic communication opt-ins, total messages, average number of communications by type, trends
IPAs	Individuals/families served through IPAs	Total number of persons/families assisted in one-on-one sessions
	Number of assistors	Number of individuals trained & certified, by assistor entity; specialty services provided by number of assistors (languages, other kinds of targeted community help)
Mail/Written Correspondence	Total number of letters & written inquiries received	Number of letters or written inquiries received via mail or fax
	Average speed of answer	Average length of time a customer waits "in queue" before receiving a response or communication of next steps

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	Average resolution time	Average length of time it takes to completely resolve written inquiry end-to-end (includes multiple segments & communications)
	Average Handle Time	Time agent spends working on correspondence
	Topics	The topics of inquiries that are handled by an agent (could include enrollment, eligibility, referral, etc)
Eligibility and Enrollment	Eligibility Applications submitted	Number of applications submitted by consumers or on behalf of consumers, by type of application, Number of applications submitted requiring follow up
	Application acceptance rate	Number of policies issued by SBM (within 30 days of completed application submissions)/Number of applications submitted through SBM and Medicaid/CHIP
	Rate of Transfer of accounts from Marketplace to Medicaid / CHIP	Number of electronic accounts transferred to SBM from Medicaid/CHIP; Number of electronic accounts transferred to Medicaid/CHIP from SBM
	QHP Enrollment requests submitted	Number of QHP enrollment requested submitted, Number of QHP enrollment requests submitted requiring follow up (inconsistencies, exceptions), by channel, by size of household
Customer Service	Customer Service Satisfaction	Satisfaction rates with customer service lines of business, by channel based on surveys and monitoring of activities
Education and Outreach	Ad Spots & Airings	Number and type of ad spots, placements, airings, reach, frequency
	Banner ads	Number and metrics for banner ad(s) impressions, clicks, click through rates, average cost per click, views, percent viewed, cost per click, cost per completed view, cost per signup
	Search Engine Marketing	Clicks, click through rates, impressions, views & percent viewed, cost per click, cost per completed view, cost per signup
	Radio & Satellite media tours	Number of RMTs & SMTs
	Quantitative Tracking Surveys	Overall awareness of Marketplace, message agreement, purchase intent, favorability
	Materials & publication orders	Number of materials produced & requested, by type of product, top orders, (downloads, printing, distribution)
	Events	Number of events held or attended by state or partners on behalf of state

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	Media Impressions & Clips	Number of Traditional media clips in print, online and broadcast, resulting # of impressions
	Social Media usage	Number of blog posts & views, Facebook followers, comments, tweets, re-tweets, questions, Video posts & views
	Partners Engagement	Number of partner commitments, activities conducted, outreach & education events, materials distribution
	Culturally & Linguistically appropriate services used	By channel volumes/materials produced & distributed, languages served via direct assistance, languages served via 3rd party translation services, languages requested but not serviced, alternative formats addressed