

**OUTPERFORM THE MEDICARE
ANNUAL ENROLLMENT PERIOD
(AEP) RUSH WITH MILITARY
PRECISION AND CX EXCELLENCE**

INDUSTRY CHALLENGE

The growing volume of Medicare-eligible shoppers is placing unprecedented stress on staffing levels—making it harder than ever for insurance CX leaders to keep pace.

While the seasonal nature of the Annual Enrollment Period (AEP) brings predictable spikes in demand, it's the steady, year-over-year increase in shoppers that's becoming the real challenge. This surge creates a perfect storm: high call volumes, complex customer needs, and critical healthcare decisions made under tight deadlines. Finding qualified talent who can handle this intensity while maintaining exceptional service standards has long been the Achilles' heel for insurance CX leaders.

What if there's a highly capable, yet often overlooked, workforce uniquely prepared to thrive under the pressure of peak enrollment seasons—exactly when the growing wave of Medicare-eligible shoppers demands more support than ever before?

Our specialized talent pool offers a strategic solution for healthcare and insurance CX leaders facing rising demand from the surge in Medicare-eligible shoppers.

Background

The Annual Enrollment Period (AEP) is a critical time for companies in the healthcare and insurance sectors. It presents both challenges and opportunities, as organizations strive to attract and retain customers in a highly competitive market.

Instant Teams, a leader in customer experience solutions, recognized the need for specialized support during this period. Our unique approach leverages the skills of military spouses, providing them with remote work opportunities while delivering exceptional service to our clients through deploying our unlicensed CX support teams.

In 2025, an average of 11,400 Americans will turn 65 every day, setting a historic milestone with 4.18 million people reaching the traditional retirement age in a single year – the highest on record. **Source: Alliance of Lifetime Income**

Medicare enrollment is projected to grow from 65 million today to over 80 million by 2030, creating an unprecedented demand for clear, accurate, and empathetic customer support during complex enrollment periods.

Source: Centers for Medicare & Medicaid Services (CMS)

89% of Medicare beneficiaries say a positive customer service experience impacts their plan choice and loyalty, making skilled, trust-building support agents a strategic differentiator—not just an operational need.

Source: JD Power U.S. Medicare Advantage Study

THE UNTAPPED POTENTIAL OF MILITARY SPOUSE PROFESSIONALS

MASTERY OF RAPPORT



Thriving in High-Pressure Environments

When enrollment deadlines loom and anxious customers need immediate assistance, military spouses remain unflappable. Having managed family crises during deployments and navigated time-sensitive military requirements, they bring a level of composure that traditional seasonal hires simply cannot match.

"I'm very thankful for the partnership we have built between us. Instant Teams continues to amaze me with their performance and how they execute".

**-SR. TALENT STRATEGY MANAGER, LEADING HEALTH
INSURANCE MARKETPLACE.**

In the Medicare support space, rapport isn't a soft skill—it's a sales driver. Top-performing CX teams are built on professionals who can connect quickly, communicate clearly, and earn trust from the very first conversation. The ability to confidently and compassionately help seniors during AEP—whether it's scheduling a meeting, answering service questions, or confirming Medicare eligibility—leads directly to policy effectuation rates and long-term client retention.

That's where military spouses shine. With years of experience adapting to new environments and navigating complex communication across cultures and situations, they bring a unique ability to find common ground fast—turning interactions into relationships and calls into loyalty.

**The fastest path to trust?
Hire CX professionals who've
lived the value of connection.**

"I just had to take a moment to commend you and the entire Instant Teams crew—your candidates are truly outstanding. Every person who's come through our training classes has been engaged, thoughtful, and incredibly dedicated. They consistently show up prepared, and participate by asking insightful questions! So, thank you."

- SUPPORT TEAM TRAINER,
LEADING HEALTH
INSURANCE
MARKETPLACE

Adaptability and Quick Learning

AEP demands rapid onboarding and immediate effectiveness. Military spouses, who regularly reinvent their careers with each relocation, demonstrate exceptional adaptability and accelerated learning curves. Scaling a seasonal team to support AEP requires a talent pool that can adapt quickly, and operate with accelerated learning curves. Our military spouse talent pool excels at both.

Real Results from Industry Leaders

The impact of military spouse talent during AEP season goes beyond anecdotal success. Brands and companies partnering with Instant Teams for deployment of their military spouse CX teams report measurable improvements:

REDUCED AVERAGE HANDLE TIME
DECREASED ESCALATION RATES

IMPROVED FIRST-CALL RESOLUTION
ENHANCED CUSTOMER SATISFACTION

AEP-Ready Talent Solutions That Flex With You

The beauty of military spouse talent lies in their flexibility; a perfect match for the cyclical nature of enrollment season. We partner with leading healthcare providers and national organizations to deliver high-performing, high-retention teams through peak ramp seasons—consistently meeting demand with speed, precision, and quality.

PRECISION Ramp up exactly the support you need for peak enrollment periods, then scale down afterward without the challenges of traditional hiring and layoff cycles.

PERSONALIZATION With our engaged military spouse talent community located across all 50 states, you can instantly access diverse,

PARTNERSHIP Maintain relationships with top performers who can return for future enrollment seasons, creating a reliable talent pipeline already familiar with your products and processes.

REMARKABLE CX TEAMS THAT MAKE YOUR BRAND STRONGER

Unlike conventional call center outsourcing,

- military spouse CX professionals offer a fundamentally different approach to AEP staffing:

CULTURAL ALIGNMENT: These professionals understand American healthcare concerns and communicate with authentic empathy.

SECURITY CONSCIOUSNESS: Military spouses comprehend the importance of data security and confidentiality through their exposure to military protocols.

PROBLEM-SOLVING ORIENTATION: Rather than following rigid scripts, they bring resourcefulness and solution-focused thinking to complex enrollment questions.

COMMITMENT TO EXCELLENCE: The same values that define military service—integrity, excellence, and dedication—also shine through in their customer interactions.

Making the Strategic Shift

Forward-thinking executives are already pivoting their AEP CX support ramp strategies to leverage this exceptional talent pool. The competitive advantage is clear: while competitors struggle with traditional seasonal hiring challenges, those partnering with Instant Teams and their remarkable CX military spouse professionals enjoy superior customer experiences during the most critical enrollment window.





Your Next AEP Success Story

This enrollment season, consider how Instant Teams' military spouse CX professionals could transform your customer experience strategy from a seasonal challenge to a competitive advantage. Their unique lived experiences have prepared them to handle your most challenging enrollment scenarios with expertise, empathy, and effectiveness.

The question isn't whether you can afford to try this approach, it's whether you can afford not to while your competitors gain the advantage.

You're Invited to Join Us!

Interested in learning more about how Instant Teams can enhance your AEP strategy? Book a meeting with us today to explore tailored solutions for your business.

[Let's Talk](#)[Learn More](#)