

The Client

The client is one of the leading health insurance organizations in North America.

A leading health insurance provider discovers the competitive advantage of its IVR system

Business Requirement

The client's Interactive Voice Response (IVR) application is central to providing customer service to their members. These IVR applications were designed around organizations and not individuals, and thus provided a sub-optimal user experience. Based on feedback from both, their members as well as their customer service representatives, the client realized that the functionality of their IVR application was being underutilized. This was resulting in a drop in customer satisfaction and a higher percentage of calls being transferred back to call centers.



Beyond Possible

ApexonHealth provided a systematic, user-centric approach to analysis and design of the IVR functionality and was able to increase the rate of calls with higher containment rates while reducing the average call duration by up to 50%, thereby increasing customer satisfaction.

ApexonHealth's Solution

ApexonHealth adopted a phased, 4-stage approach spanning data collection and application analysis, benchmarking, presentation of results, and implementation of the agreed-upon solution. We recognized that the member experience was a function of the IVR flow such as prompts, menus, navigation and functionality.

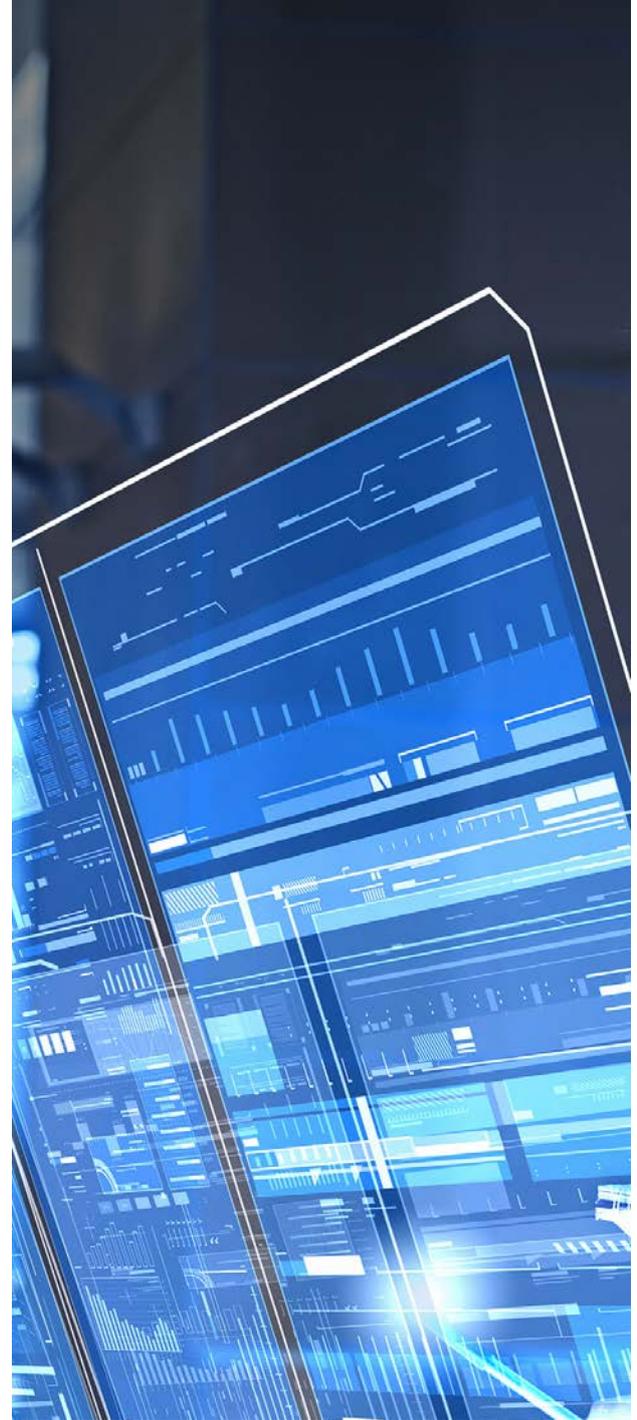
ApexonHealth analyzed the previous system used by the client, and took the necessary remediation measures.

Some of these included:

- Implementing subscriber and provider IVR applications for the majority of the client's business lines.
- Combining multiple separate systems by adding a voice recognition interface.
- Interfacing IVRs to GE mainframe for Medicare fulfillment.
- Formulating a front end contact center.

Business Benefits

- Increased the rate of callers who interacted with the IVR (through redesign of prompts, menus and functionality).
- Higher containment rate.
- Improved the caller experience by enabling the member to drive the navigation and meet their expectations and intent.
- Reduced the average call duration (by up to 50%).



About ApexonHealth

ApexonHealth helps Providers, Payers, and other healthcare organizations harness the power of AI-technologies. This drives reduced costs, better cash flow, and increased customer satisfaction. ApexonHealth's Newton AI platform integrates machine learning, Robotic Process Automation, and Business Process Management. Solutions let customers modernize their back-office without the need for costly system integration.

Headquartered in Southfield, MI, ApexonHealth is the healthcare division of Technosoft Corp. The company has 14+ years of healthcare experience and 6 global delivery centers in the US and India. More than 80 healthcare organizations trust ApexonHealth. ApexonHealth is a member of HFMA, HBMA, AHIMA, AAHAM, AAPC, MGMA, AHIP and CISA. To learn more, visit Apexonhealth.com.

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