

# Contact Center Transformation for a US based National Healthcare Payer, leading to 75% reduction in Call handling time

## Challenges

- Multiple disparate customer service systems across the organization leading to poor CX
- Need to scale Salesforce Service Cloud to support approx. 80m calls per year
- Outdated call logging and case management systems
- Lack of governance and high amounts of technical debt being introduced over time
- Integrations with multiple isolated source applications

## Solution

- Post assessment, Virtusa realized the need to have a Single Contact Center Platform for all the users providing a seamless agent experience. Virtusa utilized its partnerships with leading technology provider to reinvent the healthcare payer's contact center infrastructure
- Service Cloud Implementation: Unified contact center application was built successfully on top of Service Cloud
  - Tools for quality and productivity improvements used: Business enabled rules engines to support assignment of cases and SLAs at scale for thousands of combinations with configuration and no code
  - Leveraged "Experience cloud" to provide self-service to micro-populations
  - Marketing cloud to act as engagement layer and built dynamic email templates to allow for personalized email campaigns

## Value delivered

- Unified contact center application that was built is live with 15000 agents, handling 80 M calls per year, which resulted in 75% reduction in average call handling time.
- Tools contributed to the large reduction in technical debt of existing implementations.
- 28% reduction in call transfer rate
- Reduced call wrap up time by 20% with Virtusa's Autodoc solution
- Marketing Cloud enabled the business to reach a much larger audience with marketing campaigns and generate more leads
- Built dynamic email templates to allow for personalized email campaigns