

A leading American healthcare payer elevates customer experiences

Challenges

The client has tens of millions of customers across the globe, with an important emphasis on one micro-population: family members of those with special needs. A key goal of improving the special needs program was to create a more consistent, attentive customer experience for this subset of customers. Since the payer receives over 60 million calls per year across different lines of business, the need for a streamlined contact system was evident.

Solution

- Leveraging a combination of Salesforce Marketing Cloud and Experience Cloud, Virtusa helped the payer streamline their contact system and make it more efficient
- Virtusa furthered the goals and objectives of the client's special needs program by ensuring members receive regular content tailored to their specific needs and delivered promptly through the channel of their choice with Marketing Cloud.
- Lastly, Virtusa seamlessly implemented Digital 360 that provided the perfect solution for establishing a world-class, connected care ecosystem that supported families in complex healthcare insurance journeys.

Value delivered

The power of Experience Cloud and Marketing Cloud combined with seamless implementation enabled our customers to provide families with the support they need to navigate their loved one's complex care situation better than ever possible before.

- Reduced average call time by up to 75%
- Improved Net Promoter Score significantly
- Enhanced member experience with personalized communication