Case Study

brillio

Healthcare leader improves customer engagement by 72% with conversational AI

Cultivating lasting customer relationships by ensuring a seamless customer journey

A prominent American healthcare organization renowned for its extensive network of pharmacies and innovative healthcare services. With thousands of locations nationwide, the organization's pharmacy provides essential prescription medications and over-the-counter products to millions of customers daily. Beyond its retail footprint, it has diversified its offerings to include healthcare clinics, which offer convenient access to basic medical services like vaccinations and health screenings. This integration of retail pharmacy and healthcare services underscores their commitment to enhancing customer convenience and healthcare accessibility. Moreover, the organization has expanded into health insurance services and specialty pharmacy care, further solidifying its position as a comprehensive healthcare provider dedicated to improving the health and well-being of communities across the United States.

As a healthcare and retail company, the client receives 40 million+ phone calls every year asking for resolution on various areas like benefits, claims, finding a care provider, coverage, vaccines etc. The customers today expect personalized services, accurate information, and limited wait times within a few minutes.

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Reimagining the customer experience leveraging AI

The client had implemented an IVR system that unfortunately fell short in meeting the member expectations, impacting both member satisfaction and operational efficiency. The system's intricate hierarchical menus, combined with numeric and voice prompts, often led to prolonged call durations and heightened frustration among members. With limited capabilities for personalization, members frequently found themselves repeating their concerns to contact center agents, resulting in a disjointed and frustrating experience. Moreover, occasional downtimes further exacerbated delays in providing prompt resolutions, compounding the challenges faced by users.

These shortcomings collectively contributed to a suboptimal user experience, prompting a notable number of callers to abandon the IVR system prematurely. This trend not only risked undermining customer loyalty but also posed a potential threat to overall customer satisfaction. Recognizing the evolving expectations of their members, there emerged a clear imperative for the client to enhance their contact center operations. This strategic imperative aimed not only to address immediate system deficiencies but also to cultivate enduring customer relationships by ensuring a consistently positive and seamless customer journey.

To address the current challenges, Brillio helped the client to elevate & simplify the IVR 'interaction experience' for their members and implement a conversational AI interface at the "front-door" so that the members can inquire and then be routed to the appropriate end service using plain human-language.

Using conversational AI for natural, intuitive interactions via NLP and ML to tailor customer experiences.

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Seamless Integration and Continuous Innovation:

Elevating Global Reach with Local Expertise

Brillio's comprehensive capabilities in digital consulting, engineering Centers of Excellence (CoE), data analytics teams, and design studios converged seamlessly to orchestrate and implement this transformative solution. Leveraging their expertise across these domains, Brillio orchestrated a cohesive strategy to integrate conversational AI into the client's contact center systems. The digital consulting team provided strategic guidance, aligning the AI implementation to resonate well with the client's requirements. Advanced analytics was harnessed to derive actionable insights from member interactions, enabling personalized responses and continuous improvement of the AI models. Additionally, the design studio contributed by crafting intuitive user interfaces and conversational flows, ensuring a seamless and engaging member experience across multiple channels.

Brillio built a digital front door conversational bot on IBM Watson and deployed on Microsoft Azure to augment human contact center agents and to provide information about a variety of COVID related topics like testing, vaccines, vaccine administration and distribution. The bot also provides assistance with scheduling appointments for testing and vaccination. Crafted an architectural blueprint designed to automate and streamline the process of data migration and microbot creation specifically tailored for addressing queries related to claims within contact centers.

The team designed, developed and tested all frontend components – channels (Web/Voice), channel integration, WFE/Watson dialogues and integrating with backend services. The interface was integrated with the existing services through standard service interfaces APIs and with the end-customers through telephone systems and web/mobile text-based chats.

Brillio developed a robust data and analytics dashboard hosted on Google Cloud Platform (GCP), meticulously designed to capture and analyze key performance indicators (KPIs) crucial for evaluating user experience, operational performance, and identifying areas for enhancement. This platform represents a pivotal advancement in data-driven decision-making, providing real-time insights into critical metrics that drive business success. Our team also helped in moving the data from Hadoop to GCP which was integrated to the platform.

> Utilized IBM Watson assistant for conversational AI development which allowed the members to get accurate responses to their queries quickly.

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Unlocking customer experience

- **Increased Engagement:** By transitioning from traditional IVR systems to a sophisticated AI-driven platform, engagement rates soared to 72%, compared to just 10% with IVR. This shift reflects a greater user preference for conversational AI, which provides a more interactive and responsive experience.
- **Enhanced Member Experience:** The implementation led to the highest Customer Satisfaction (CSAT) scores across all channels. Members appreciated the quick and accurate responses provided by the AI, contributing to a more satisfying and efficient interaction. This improvement in experience also fostered greater trust and loyalty towards the client's services.
- **Efficiency Gains:** The AI platform drastically reduced waiting times for members, providing immediate assistance and faster processes for scheduling testing and vaccine appointments. This efficiency not only improved the user experience but also eased the workload on human agents, allowing them to focus on more complex queries.
- **Call Deflection:** The significant increase in call deflection was a direct result of the chatbot's ability to resolve a majority of member issues independently. This capability led to a more streamlined service experience, where members could get their issues resolved without the need to wait for a human agent, thereby enhancing overall satisfaction.
- **Cost Savings:** The implementation resulted in substantial cost savings. By handling a large volume of queries through AI, operational costs were significantly reduced. In 2021, the bot handled 44.7 million calls with a 66% containment rate, avoiding approximately $47.3 million in costs ($1.6 per contained call). These savings could then be reinvested into further enhancing the service experience.
- **Personalized Interactions:** Advanced analytics enabled the AI to provide personalized responses based on member interaction data. This personalized approach made members feel more valued and understood, leading to higher satisfaction levels.
- **24/7 Availability:** Unlike human agents, the AI-driven platform provided round-the-clock assistance. This 24/7 availability meant that members could get help whenever they needed it, improving convenience and accessibility.
- **Multi-Channel Support:** The integration of the AI system across multiple channels (Web/Voice, telephone systems, and web/mobile text-based chats) ensured that members could reach out through their preferred medium, making the experience more flexible and user-friendly.
- **Consistent Quality:** The AI platform ensured consistent quality of service across all interactions. Members received reliable and accurate information every time, reducing the chances of errors and miscommunication that could occur with human agents.
- **Data-Driven Insights:** The data and analytics dashboard on GCP provided real-time insights into user behavior and operational performance. These insights allowed continuous optimization of the AI models and the overall service experience, ensuring that the platform could adapt and improve over time to meet evolving member needs.

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ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.

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