



Healthcare payer case study

Large health plan adopts conversational AI to improve CX metrics.

A leading, multinational health plan partnered with Cognizant to redesign their contact center ecosystem with next-generation solutions that increased caller self-service, authentication rate and response speed.

The challenge

For a large managed health plan client, fragmented contact center systems were causing disjointed, frustrating member experiences. Calls about orders, refills, prescriptions, and bills accounted for a very high call volume, approximately 4 million each year. That call volume was too large for available call center staff to manage, which resulted in long hold times.

Furthermore, the lack of IVR self service capabilities meant that agents had to handle all calls personally, which resulted in long handle times and inability of agents to spend quality time resolving more complex calls. These delays in call response resulted in a high call abandonment rate, which risked member dissatisfaction. Additionally, the disjointed systems provided leadership with only a fragmented view of analytics, which hampered its ability to pinpoint and address the sources of delays.

The client was looking for a partner who could help them deflect call volume toward self-service using conversational AI and drive a superior call center experience for members by facilitating frictionless journeys.

At a glance

Industry

Healthcare Payer

Challenge

Leverage next-gen technology to reduce volume of calls requiring agent assistance to resolve long hold times.

Products and services

Cognizant services to modernize Genesys contact center and enable conversational AI in Kore.ai.

Success highlights

- 88.8% Intent recognition rate
- 70.4% authentication rates
- 34.4% self-service containment

The approach

The client engaged with Cognizant to rationalize the company's complex contact center technology landscape, left-shift call resolution and improve member experience metrics. Cognizant upgraded the company's contact center platform to the latest digitally compatible Genesys solution to provide superior agent and member experiences in their contact centers.

In addition to consolidation, the client also wanted to modernize and digitize their contact centers by incorporating conversational AI. Interviews and workshops with key stakeholders identified the client's technical and functional requirements and overall strategic objectives, including a preference for a low-code/no-code platform that could dynamically change prompts, add intents and utterances, and orchestrate bot journeys. After reviewing potential conversational AI options, Cognizant recommended Kore.ai based on its strategic alignment, future product roadmap, cost of implementation and usage, time to market and ease of use.

With the new tools selected, the Cognizant advisory team analyzed the client's existing call

and chat conversations, trends in key topics and frequent utterances, and identified top use cases for self-service. Cognizant engineered prompts and designed the member journey, success and fallback paths, and authentication paths across these use cases to seamlessly route the traffic within the AI while reducing member effort and the number of calls agents had to address manually.

Over the following few weeks, Cognizant trained and fine-tuned the grammar for over 10 use cases, encompassing more than 30 intents and 1,000 utterances across orders, payments, claims, prescriptions, online issues, billing, and benefits. Cognizant engineered the AI solution deployment in phases, prioritizing business users, call drivers based on impact to call volume, and rollout time. We also engaged linguistic experts to test the system with various tones and pitches real callers would use to validate the member experience.

As part of continuous improvement initiatives, our analysts regularly tracked performance of the NLU, incremental business impact and metrics and recommended additional adjustments, such as additional utterances and prompt changes, that the client could make independently.



“Automated response models based on conversational AI has allowed us to significantly reduce operational costs through contact avoidance.”

Director, Head of conversational AI



Business outcomes

As a result of our partnership, the client has improved call deflection toward self-service, which allowed agents to focus on those calls that required more complex and time-consuming resolutions. In particular, the Kore.AI-powered IVR tools were able to achieve significant results:

88.8% intent recognition rate

70.4% authentication rates

34.4% self-service containment

These significant improvements in call volume, handle time and authentication time reflected comprehensive member adoption and more positive member experiences.

Visibility into the entire contact center ecosystem has also given the client a better view into their overall performance. This visibility has allowed them to identify and address further opportunities for improvement.

About the client

This client is one of the largest managed health plans in the United States with more than 100 million members.



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