

Health Plan Customer Care Transformation

Implementing a Modern AI-driven Solution for Member and Provider Onboarding, Customer Care, and Operational Efficiency



SPECIFICATIONS

INDUSTRY

- Health Payor

DRIVERS

- Lack of modern frontline tools was impacting key customer service KPIs
- Complex and disparate systems were inefficient and frustrating for employees
- Fragmented call data made it difficult to use
- Costs for customer service were too high

PROJECT TYPE

- Advisory
- Implementation

PRODUCTS

- Microsoft Dynamics 365 Customer Service
- Microsoft Copilot
- Microsoft Power Platform
- Hitachi Solutions Engage for Health Plans
- Hitachi Solutions Advisory Services

INTEGRATIONS

- Streamline
- Guiding Care
- Facets
- Benefits (eBS)
- ESI
- Nuance IVR

When outdated and disparate frontline tools started to prolong service calls and negatively affect call center productivity, this health plan decided to modernize their customer care operations with Microsoft Dynamics 365. To help with their digital transformation, the healthcare organization turned to Microsoft partner Hitachi Solutions. Together, we were able to design and implement a new AI-driven system that provided the centralization, simplification, and visibility they needed to enhance member/provider satisfaction, improve operational efficiency, and gain substantial labor and cost savings along the way.

Challenge

In the world of healthcare, quick and efficient call resolution is critical. Members and patients often have urgent and sensitive healthcare-related inquiries that demand immediate attention. Getting timely resolutions contributes to their overall care and trust in their provider. And operationally, swift issue resolution minimizes the strain on resources, optimizing productivity and controlling costs.

So, when this large health plan's call center began experiencing higher than average handle time (AHT), they knew they had to do something. They determined that their antiquated frontline tools, disjointed processes, and lack of system integration were the cause of the increased handling times.

Healthcare customer service representatives (CSRs) had to navigate several disparate systems to get member/provider information. This was difficult and time-consuming and led to the longer call times. As a result, customer satisfaction scores dropped and cost per contact costs and employee turnover increased.

Faced with these significant challenges, the company sought a simplified, modern solution that would unify their data, streamline their processes, and provide a holistic view of the customer. Embarking on this comprehensive digital journey, they turned to Hitachi Solutions to help strategize, implement, and manage.

Solution

After collaborating with the customer on their vision and goals, Hitachi Solutions was able to develop a phased, multi-year strategic roadmap that would guide them to a robust infrastructure that supported centralized data aggregation, automated workflow processes, and seamless systems integration.

We determined Microsoft Dynamics 365, Microsoft Copilot, Microsoft Power Platform, and Hitachi Solutions Engage for Health Plans were the right building blocks to create the new AI-driven member care solution. The primary goal was to reduce service time, personalize interactions, and create a smooth and efficient customer service experience for members/providers and CSRs alike.

Now the member has a coordinated and tailored engagement fueled by internal transparency and consolidated data, a unified view of all interactions, integration across all digital products, and valuable data-driven knowledge and insights. And the new system is easy for CSRs to learn and use.

Together, we were able to transform the customer from an outdated and disparate solution with a complex and less than optimal service model to a modern customer care solution with a streamlined and efficient service experience.

Benefits

The new Microsoft Dynamics 365-powered solution has enabled a true omnichannel experience with a 360-degree view of members and providers, personalized journeys with automated outreach, and integrated benefits libraries and knowledge databases that simplify and speed engagements.

And the project has yielded significant improvements for the company, with a notable reduction in customer satisfaction benchmarks, increased CSR productivity and efficiency, and substantial labor savings. Benefits include:



Saved 10 to 15 full-time equivalents (FTEs) — and the organization is estimating reduction of a total of 20 to 40 FTEs when the full rollout is complete



Reduced average call handling time by 100 seconds



Increased first-call resolution by 5 percent



Improved service experience for member/providers



Reduced employee attrition

A strategic approach to how healthcare organizations service members can result in tangible benefits, improved member and employee experiences, and significant cost savings. It serves as an innovative example for organizations seeking to modernize their operations and enhance their member service operations in a rapidly evolving and competitive healthcare landscape.

Future

As mentioned, we created a multi-year strategic roadmap for this project. With the successful completion of the first stage, the customer is now shifting focus to the next phases, which include predictive analytics, AI virtual assistants, and optimizing marketing campaigns to better target their members/providers.

[Contact us](#) to learn how we can help you!

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