



Visual IVR Case Study

Top 5 Health Insurance

Company Background

This company is included in the Fortune 100 list of organizations. They are a major provider of health insurance coverage and benefits associated with individual, group and Medicare related healthcare. The company has over 50 thousand employees and services more than 10 million customers on a national level.

The Main Challenge

They are looking to drive more self-service for inbound phone calls due to high call volume. They are also looking to provide a differentiated customer experience due to increased competition in the market.

The company offered self-service features through their website, however, a significant portion of their customers were not taking advantage of this and regularly ending up in the contact center.

Solution

The majority of inbound interactions with their customers involved requests that could be self-serviced through a digital interaction. These interactions included benefits inquiries, locating a participating doctor, claims injury, requesting a new ID card and billing related inquiries.

They selected Jacada Visual IVR which provides voice callers the option to pivot into a digital self-service session. Customers can easily resolve their inquiries without speaking to an agent.

The solution has been implemented at their three lines of business which include Medicare, individual and group.

FORTUNE
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Health Insurer

Benefit

Return on investment is 6 months with an estimated savings of

\$3 million USD annually

Primary Impact



20% Uplift in Call containment

For More Information visit www.Jacada.com