

Digitally Empowered Customer Experience for Health Plans

Deliver fluid and empathetic customer experiences



In today's unprecedented times, healthcare contact centers need to deliver fluid customer experiences through omnichannel platforms. Service associates must provide relevant and contextual information to assist customers and resolve their issues by leveraging cognitive technologies, advanced analytics, and data management tools with a human touch – all while ensuring compliance. Providing fluid customer experiences in this complex environment requires integrating cognitive technologies, advanced analytics, and data management tools with empathetic human interactions.

Firstsource's Digitally-Empowered Customer Experience (DECX) helps Health Plans future-proof their member experience. Powered by Intelligent Automation and led by a highly experienced leadership team, the solution integrates the right people, technologies and processes to seamlessly scale support and increase customer satisfaction and loyalty.

HIPAA compliant

SOC audited and HITRUST security

Cloud Native

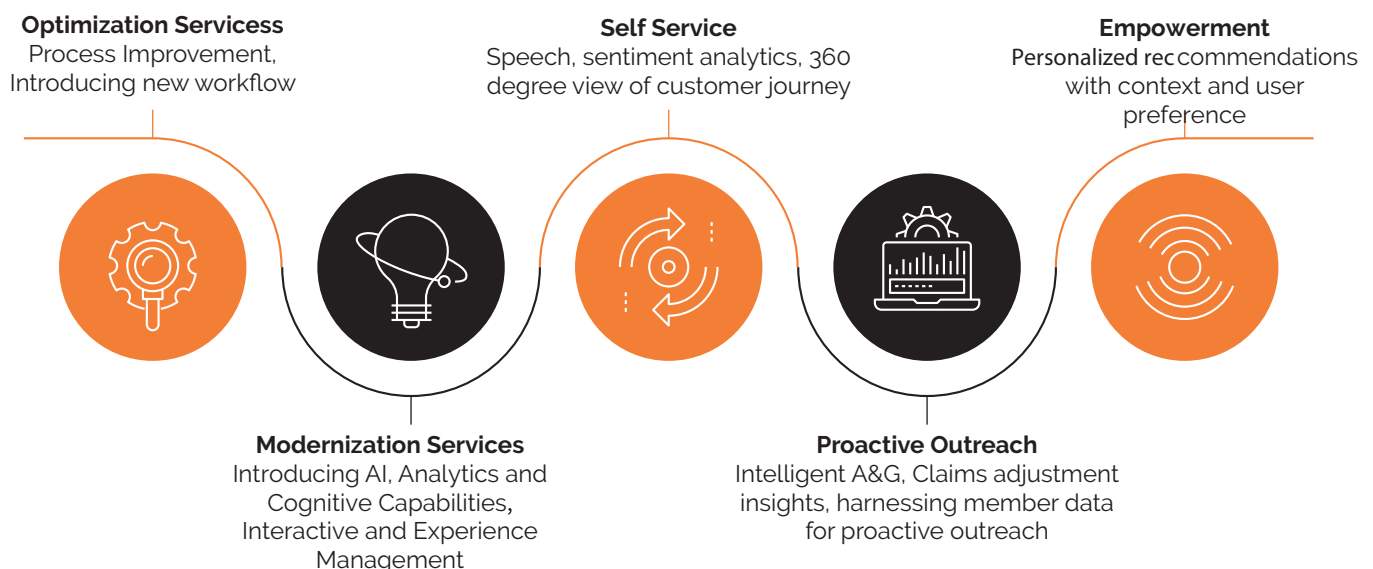
Remote-work friendly

Architect customer experience excellence

DECX leverages next-gen technologies such as Robotic Process Automation and Conversational AI with an analytics-driven 3P framework – Prevent, Predict, Process – proactively reducing overall call volume, activating self-service channels, and maximizing contact efficiency. With DECX, you can:

- ▶ Interact with customers through omnichannel engagement across Voice, Mobile, Web, Social, Chat/Video spanning multiple services such as Prior Auth Intake, Medication Adherence, TeleHealth Support and Remote Patient Monitoring
- ▶ Tap into biometric authentication using voice, finger, and facial recognition for superior security and privacy
- ▶ Harness Intelligent Automation for desktop automation, data aggregation, analytics, and reporting
- ▶ Engage digitally-savvy customers leveraging:
 - Intuitive self-service using Visual IVR combined with advanced speech recognition
 - Natural linguistic inquiries using Voicebots & Chatbots
 - Avatar-based virtual assistants & Intelligent Personal Assistants – Alexa/Siri/Google
 - Social bots to enable self-service and engage Gen Z
- ▶ Create a Unified Omnichannel Desktop with 360-degree member views with Next Best Actions to deliver tailor-made customer experiences

Contact Center Maturity Assessment Services



Outcomes delivered

Major Health Plan – Visual IVR solution		Leading Healthcare Company – Voicebots & Conversational AI solution	
80% average containment rate	100% multi-lingual support	\$6 Mn in annual savings	80% reduction in after call work time
60 second reduction in AHT	Increased associate focus on complex customer interactions	20% reduction in AHT	18% reduction in hiring

Specialized healthcare offerings with DECX

<p>Prior Authorization Intake</p>	<p>Medication Adherence</p>	<p>Telehealth Support</p>	<p>Risk Adjustment Support</p>	<p>Remote Patient Monitoring</p>
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<p>Flexible anytime, anywhere workforce integrated with cloud-based platforms and services for seamless scalability.</p>	<p>Channel freedom for your customers across Voice, Mobile, Portal, Social and WhatsApp.</p>	<p>Harmonized human and technology interface where intelligent automation and humans each do what they do best.</p>	<p>Real-time insights into metrics that matter such as CSAT, NPS and SLAs and AI-based solutions for a 360-degree customer view, enabling enhanced associate performance.</p>
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Are you looking to enhance member experience and retention by seamlessly addressing Medicaid Redetermination? **We can help**
 Speak to our experts: [Click here](#)



Helping customers **stay ahead** of the curve through transformational technologies and capabilities

Firstsource Solutions Limited, an RP-Sanjiv Goenka Group company, is a leading provider of transformational solutions and services spanning the customer lifecycle across Healthcare, Banking and Financial Services, Communications, Media and Technology and other industries.

Our 'Digital First, Digital Now' approach helps organizations reinvent operations and reimagine business models, enabling them to deliver moments that matter and build competitive advantage.

With an established presence in the US, the UK, India and the Philippines, we act as a trusted growth partner for over 100 leading global brands, including several Fortune 500 and FTSE 100 companies.

For more information, please visit www.firstsource.com