

CASE STUDY

LEADING HEALTHCARE COMPANY SAVES \$11 MILLION A YEAR AND IMMEDIATELY IMPROVES CSAT WITH ENLIGHTEN AI ROUTING

Make experiences *flow*

Learn about the AI behind better connections at www.nice.com/EnlightenAIRouting

About NICE

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.



Years ago, leaders at one of the largest healthcare companies developed a strategy that revolved around their members' experiences. Led by a simple motto:

HEALTHY CUSTOMER, HEALTHY BUSINESS,

this team of healthcare leaders developed a personalized care experience that benefits the specific needs of every member.

Soon, "personalization" entered the mainstream, and this brand emerged as a leader in its industry, quickly growing its market share.

Today, experiences are positioned front-and-center in the care model, and the strategy is paying off. For multiple years, our client has outperformed the SP500 Health Care index by over 50%. The executive team recognizes Enlighten AI Routing and Enlighten AI for Customer Satisfaction as key technologies that help them achieve their strategy.

The Challenge

This publicly-traded healthcare company's contact centers receive millions of members' calls each year. Their team saw personalization as a strategy to improve their operating costs, as well as member experience. Despite their goal, the continually changing nature of the healthcare system and its increasing complexity adds considerable strain on healthcare companies to meet their business objectives. They needed a solution that would produce immediate results on their operating expenses and member experience.

As the healthcare industry adapts to new demands, many leaders are looking to use artificial intelligence to drive efficiencies when routing customers to their agents. However, integrating large datasets and complex decision logic into incumbent technology can be an expensive, error-prone, and time-consuming process. Enlighten AI Routing removes the burden and risk with unparalleled personalization capabilities, a fully managed service, and a guaranteed return on investment.

"[Enlighten AI Routing and Sentiment] listen to real-time calls and use natural language processing to do informed and intelligent routing to get calls to a customer care specialist right away that's most skilled to service their need... a capability that's helped to improve our Net Promoter Score." —CIO

The Solutions

The healthcare company deployed Enlighten AI Routing and Enlighten AI for Customer Satisfaction to improve operational costs while personalizing member experience.

ENLIGHTEN AI ROUTING

Enlighten AI Routing predicts the best connection between customers and agents to optimize any outcome – from customer experience to efficiency, sales, and more. The healthcare company realized an immediate improvement to their Average Handle Time (AHT) from the first route.

To make better matches, Enlighten AI Routing uses the most comprehensive holistic CX data set in the industry. By making connections based on data, Enlighten AI Routing improves metrics while adapting to changing business needs.

ENLIGHTEN AI FOR CUSTOMER SATISFACTION

The leadership team took their commitment to member experience seriously. To consistently measure customer Sentiment, they use Enlighten AI for Customer Satisfaction, to score every interaction for Sentiment, and to understand Agent Behaviors that influence the Sentiment score. With the Sentiment score, Enlighten AI Routing has even more specific data about customers' preferences to make the best connection and drive immediate improvements to CSAT and NPS.

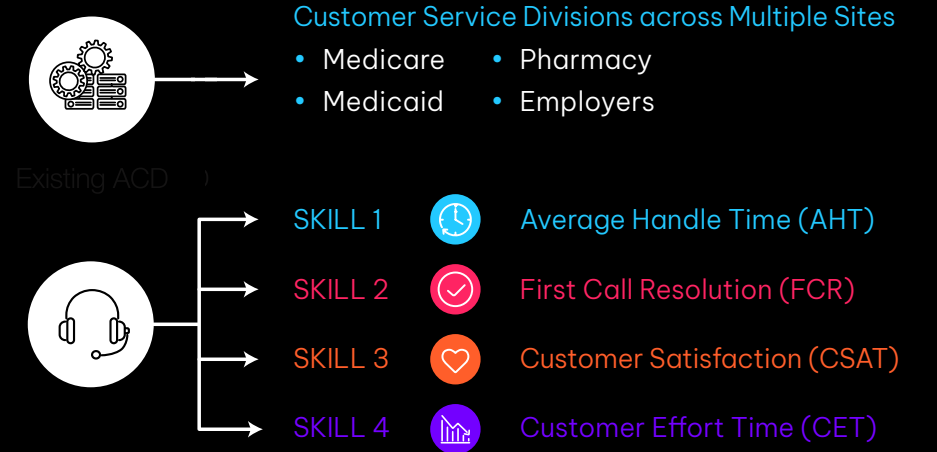
Only Enlighten AI Routing uses actual customer interactions to train its AI to improve customer experience, making the immediate improvements to CSAT and NPS unique in the AI-driven routing space. In addition to its benefits in routing, Enlighten AI for Customer Satisfaction streamline coaching sessions to replace manual listening, and provide supervisors with insights to personalize every agent coaching session, leading to higher agent engagement.

By enriching their routing with Enlighten AI for Customer Satisfaction, the healthcare company realized an even greater lift in their CSAT while improving agent experience.



The Results

This top healthcare company's personalization strategy paid off. With Enlighten AI Routing, the healthcare company reduced operational spending by \$11 million a year, realizing over 3x return on investment.



SEAMLESS ADAPTATION FOR CHANGING BUSINESS NEEDS

The healthcare company adapts its call routing strategy for seasonality and simultaneously routes on different metrics across divisions, groups, and skills.

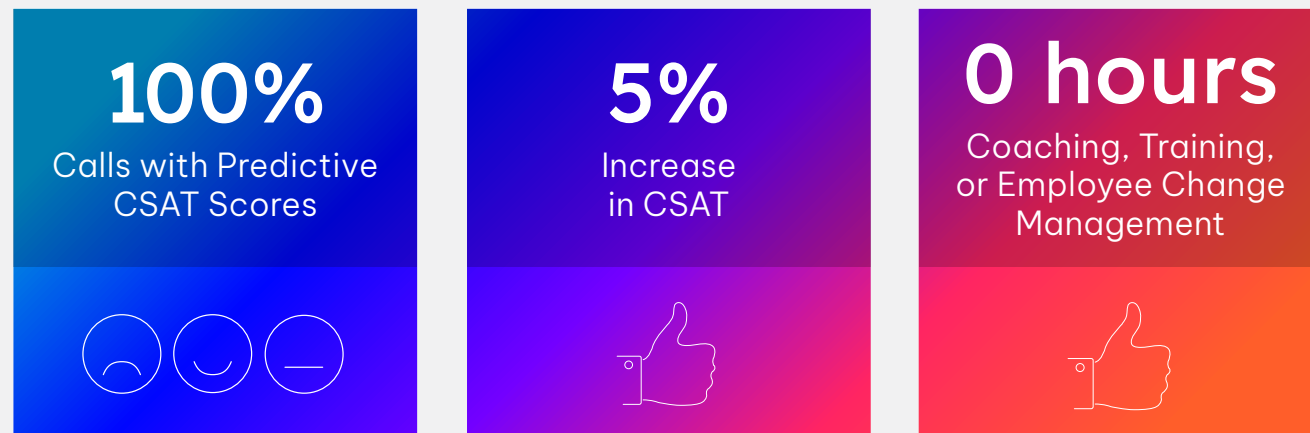
During Open Enrollment, members seek efficiency. The healthcare company responds by optimizing Enlighten AI Routing on Average Handle Time (AHT). By adapting to business changes and member preferences, they realized an immediate 8% improvement to AHT.

As Open Enrollment ramps down, members' questions gain complexity and require a different strategy to achieve extraordinary member experience. Seamlessly, Enlighten AI Routing shifts the routing focus metric to Predictive CSAT to focus on making the best member-employee connection. By changing their routing focus metric, the healthcare company drives an immediate 5% improvement to CSAT without any coaching or operational changes.

	MEMBER QUESTIONS	ENLIGHTEN AI ROUTING STRATEGY	RESULTS
NOVEMBER – JANUARY	Open Enrollment, Transactional	AHT	8% Operational Improvement
FEBRUARY – OCTOBER	Claims and Appeals, Complex	CSAT	5% Improvement

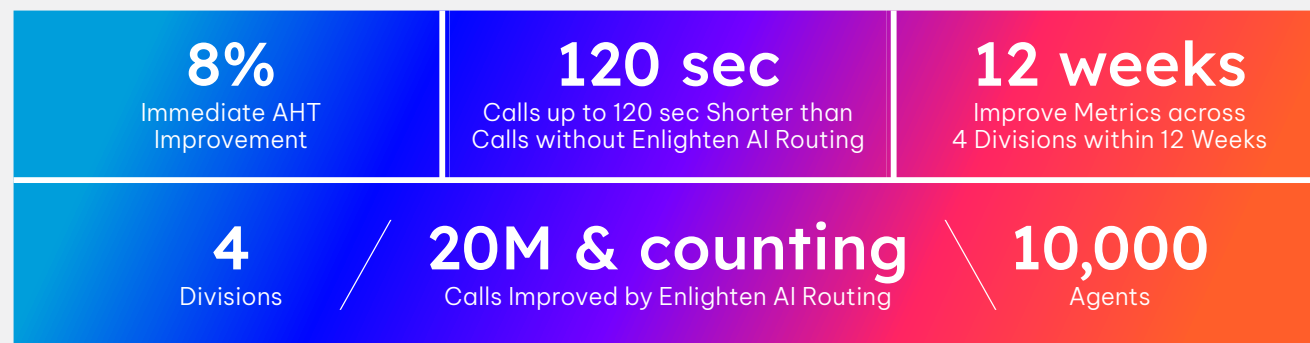
IMMEDIATE CSAT IMPROVEMENT

For every call, generating a Sentiment score with Enlighten AI for Customer Satisfaction creates an enormous data set that Enlighten AI Routing seamlessly adds to its available data sources. The Sentiment score adds insight for Enlighten AI Routing to select the agent that will make the best connection with a member to achieve the highest CSAT. Smarter connections, based on actual customer interactions, leads to immediate, industry-differentiating CSAT improvements.



IMMEDIATE OPERATIONAL IMPROVEMENT

Enlighten AI Routing's fast implementation on the healthcare company's existing technology led to immediate operational improvement across the enterprise.



“Another key element of our strategy is to simplify processes and improve the member or patient experience by removing the friction points for our members and providers. We have implemented sophisticated analytics to drive predictive call routing, including analytics that matches members with the most appropriate representative based on member communication style and the reason for the call. These initiatives improve customer satisfaction and reduce call transfers 12% [year-over-year].” —CEO, EARNINGS CALL

The Solutions

TRUSTED BY THE ENTERPRISE

Across 10,000 agents at its enterprise, this leading healthcare company gains insight and improves interactions by combining Enlighten AI Routing with Sentiment.

Over time, the healthcare company consistently expanded personalization across its enterprise, using the savings from Enlighten AI Routing to invest in their future. They quickly realized cost savings from Enlighten AI Routing that funded their investment in Enlighten AI for Customer Satisfaction and coaching tools to personalize interactions further.

Today, Enlighten AI for Customer Satisfaction identifies hundreds of behavioral, personality, process, and experience variables on every call, accounting for insights on millions of hours of calls every year. These insights are immediately included in Enlighten AI Routing to predict the best member connection for 10,000 agents.

This healthcare company supports its members with personalization while achieving a 3x ROI and \$11 million a year in savings. Seamlessly, Enlighten AI Routing and Enlighten AI for Customer Satisfaction improve the healthcare company's CSAT and operational efficiency to transform personalization into profits.