

HEALTH INSURANCE

Health Insurer Uses AI Conversion Maps to Drive Patient Acquisition, Engagement, and Retention with Care at Home

Delivered a 9x ROI in Year One



RESULTS AT-A-GLANCE

26%

Reduction in calls required to create a conversion

9x

ROI delivered in Year One

52%

Increase in appointments booked by agents

CHALLENGE

The Fortune 50 insurance company knew their static agent scripts failed to generate consistent results. No matter how much time and training were invested into their call center, agents could not achieve the same conversion results, consistently. The performance gap was a symptom of the platform. In a desperate attempt to improve their numbers, lower-performing agents would experiment with ad-hoc techniques. While their intentions were good, the results were not – creating inconsistent customer experiences from one agent to the next. Additionally, the static scripts for objection handling were not specific to each customer's unique situation. The scripts failed to account for situational nuances, intricacies, or details, even when provided by the customer. What the insurer needed was a more intelligent agent support tool that could produce customized engagements and better results.

SOLUTION

Patients are the most important customers. Making each human interaction more effective, while personalizing care delivery and providing services at scale, is critical to preserving the insurer's legacy. Deploying XSELL made it possible for them to humanize their healthcare experience delivery for millions of Americans, while providing the support their agents needed.

After unsuccessful attempts to deploy other AI tools, and with so much at stake, the Fortune 50 insurer worth with XSELL to improve their call center situation. The XSELL solution's ability to analyze and prescribe the necessary rebuttals to drive conversion was identified as the most critical component in the insurance provider's success.

XSELL integrated their real-time agent coaching solution into the company's Five9 telephony system to support each call. The XSELL solution combines machine learning, artificial intelligence, and human authenticity to support natural and effective interactions – giving the insurer a cutting-edge competitive advantage by drawing on their own best practices to map a path to success.

Agents using XSELL real-time coaching increased in-home appointments by 53% and delivered a 9x ROI in Year One with a 26% reduction in the number of calls it took to book an appointment. More significantly, the XSELL solution continues to learn, continually improving the rate at which conversations lead to appointments. The XSELL agents also reduce objections and complete more actions, more quickly, than non-users.



There's such a difference in getting a member to agree to an appointment with the right language. This is what XSELL is to us. It's putting the best language... in front of every agent. We are seeing a large gap between call center agents and (XSELL) call center agents. The end result is higher conversion.

X FACTOR

What if every patient had dealt with your single best health advocate? What would that mean for your top line – and your bottom line?

The XSELL human-in-the-loop advantage uses actual agents for every interaction. It's not that bots aren't intelligent. They are great at running algorithms. But they still can't understand satire, exaggeration, and other human subtleties. XSELL works differently. They start with your archived messages and use AI to identify successful strategies. Then, they apply a human touch. Once perfected, XSELL dialog maps serve up the best responses to agents – in real time – and always during significant moments of opportunity, providing optimal responses during every moment of interaction. Patients, and agents, deserve the kind of natural interactions that bots can't understand. Real people are the XSELL difference and your contact centers' best opportunity. XSELL Technologies – know us by our results.