

CASE STUDY | HEALTH INSURANCE

Leading US health insurance provider deploys Google CCAI connector to enable seamless CX

Achieving a consistent and unified workflow across voice, chat, and other channels

About the client

The client is a trusted health insurance plan provider in the United States, comprising 35 separate health insurance companies, with a presence in 50 states and more than 170 other countries. It provides hospital and physician services coverage to over 106 million people and participates in the national health insurance program for the United States federal government employees.

Requirements

The client invested heavily in a legacy on-prem speech solution but was looking to migrate to the cloud and improve user experience across channels. They had a

custom-built open-source BOT for chat and weren't happy with the support. They were looking for a partner who could provide a comprehensive contact center AI solution that supported their current on-prem platform and any CCaaS platform they might migrate to soon. The client was also looking to move to a consumption-based pricing model that should work with the current on-prem solution and can work seamlessly on the cloud solution they might migrate to soon.

Solution offered

Servion, a Google Contact Center AI solution partner, combined the power of natural language understanding and speech recognition to deploy intelligent chatbots and voice bots. Servion also built a Google CCAI

connector to ensure the client's current Cisco UCCE ACD platform supports Google CCAI for speech and text without upgrading its Cisco solution or migrating immediately to a cloud solution.

Building interaction flows in Google CCAI made the interactions channel-agnostic or channel-flexible for the client, so it could choose a “develop once and deploy later across multiple channels” strategy rather than building channel-specific interaction flows. Servion also built a digital plugin component for enabling digital conversational AI that ensured all information captured by the BOT was presented to the agent along with the earlier chat context

Benefit

- The deployed Google CCAI solution is channel agnostic, thus ensuring seamless conversations

across channels - voice, chat, etc. The develop once and deploy across multiple channels solution saved time and cost for the client.

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- The solution is compatible with the existing on-prem contact center platform and any other CCaaS platform should the client migrate. This flexibility was achieved by retaining the workflow logic for voice and chat in Google CCAI.
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- The AI solution empowered agents with contextual information and enabled them to converse intelligently with customers.
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- Agents have access to the sentiment score for every interaction, and the chat transcript ensures automatic ingestion of interactions into the CRM, thus reducing their post-call data entry effort

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