

SUCCESS STORY | HEALTH INSURANCE

A leading health insurance provider in the US and Canada strengthens self-service and compliance with Servion's Nuance-powered automation

Secure, multilingual self-service drives higher adoption, improved continuity, and operational efficiency across North America.



About the client

The client is a leading health insurance provider serving customers across the United States and Canada. Focused on delivering affordable and reliable health coverage, the organization supports individuals, families, businesses, and employer groups through a broad portfolio of insurance products and wellness programs.

Requirements

As customer expectations continued to evolve, the client identified the need for modern, secure self-service experiences across its contact center. Its existing IVR platform lacked the flexibility and functionality required to support increasing self-service demand, regulatory compliance, and system modernization initiatives.

Key challenges included:

- Limited self-service capabilities within the legacy IVR
- Ensuring compliance with evolving security and regulatory requirements
- Supporting a diverse, multilingual customer base
- Managing a system version transition without disrupting live operations
- Maintaining service continuity while modernizing the platform

Solution offered

Servion implemented a Nuance-based self-service solution designed to modernize the IVR experience while ensuring security, scalability, and long-term flexibility.

Key elements of the solution included:

- **IVR design modernization:** Redesigned self-service journeys to deliver more intuitive, user-friendly customer interactions.

- **Security and compliance enablement:** Integrated advanced data protection and compliance measures to safeguard sensitive health information.

- **Multilingual self-service:** Introduced multilingual capabilities to provide personalized experiences for a diverse customer population.

- **Flexible delivery and resourcing model:** Enabled faster implementation timelines and adaptability to evolving project and business requirements.

- **Ongoing platform support:** Ensured a smooth transition during system upgrades while maintaining uninterrupted operations

Business outcomes

The transformation delivered significant operational and experiential gains:

- **14% increase in self-service utilization,** reducing reliance on live agents

- **Improved resource management,** supported by flexible staffing and delivery models

- **Stronger business continuity,** with uninterrupted operations during system upgrades

- **Sustained long-term partnership,** built on consistent delivery and alignment over more than five years



Servion is a US-headquartered global systems integrator with over three decades expertise in customer experience (CX) transformation. With over 1,000 employees worldwide, we support brands like Costco, Rogers, Roche, Farmers, and Citibank in delivering exceptional service solutions. Our JourneyWorCX™ framework amplifies human connection through intelligent technology, creating customer journeys that drive growth. Servion makes journeys that work.

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