



Client description

- Client A Fortune 50 US based Healthcare Payer
- Industry type Healthcare
- Core Business Healthcare services
- Geography Worldwide
- **Annual revenue** \$226.2 billion (2018)

Challenge

Their existing claims processes had high d ependency on employees leading to various challenges. High manual errors in the process were causing high rework. This inefficiency in the operations was leading to high Average Handling Time (AHT).

The process was leading to misquoted benefits to customers that further led to escalations and churn rate. This led to low Net Promoter Score (NPS) and CSAT due to human errors in the process queue.

Customers had to wait for a long time to reach an agent due to lack of channels for self-service and query resolution that resulted in high call abandonment rate.

Solution

Wipro used left shift framework involving automation and next gen tools and technologies to deliver value. We leveraged robotics, analytics and (Artificial Intelligence) AI to reduce human dependency in the current processes:

Wipro delivered business value of \$8 million to the client, together with 11% productivity improvement through automation levers

Faster issue resolution

- Virtual expert and code helper tools to assist employees and reduce manual work to focus on higher value tasks
- · Robots to assist in research
- All chat bots to answer transactional customer queries

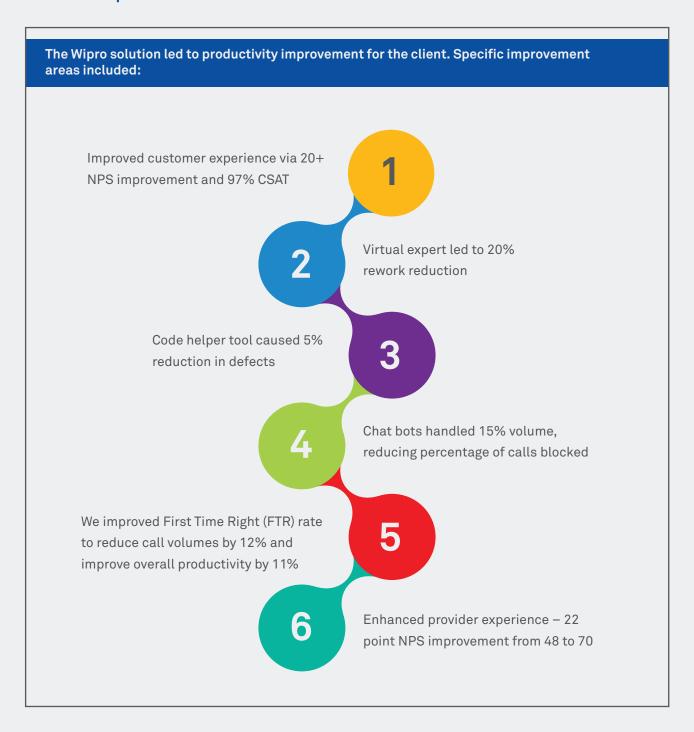
Continuous optimization

- Predictive analytics for sentimental analysis to boost NPSsks
- Virtual auditors for better quality control by 100% sampling

Personalization

 While chat bots answered transactional queries, complex queries were directed to experienced subject matter experts

Business impact



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