



# IMPROVING AVERAGE CALL HANDLING TIME FOR A LEADING HEALTH PLAN



The client is a US-based regional payer affiliated with Blue Cross Blue Shield, offering Retail, Medicare and Travel insurance plans. Keeping their 1 million members at the core, they continue to make healthcare accessible and affordable to all.

## Key Challenge

### The Limitations of Legacy Platforms

The client's existing member service application operated on a legacy platform, which provided restricted access to member data, calling for manual intervention. The existing system lacked integration with email and the web, which led to data inaccuracy and redundancy.



## The Solution

### Uniting Channels, Elevating Experiences

To transform the member service application, the client approached Infosys for constructing a comprehensive, omnichannel member engagement platform. Leveraging Salesforce Health Cloud Industry Solutions and Data Model, Infosys established an integrated and efficient system that fostered seamless communication and personalized experiences.

### Synchronizing Member Engagement Across Channels



#### Member 360 Integration

Developed a Member 360 feature by leveraging Health Cloud objects and Lightning technology framework



#### Seamless Integration

Established seamless communication integration spanning email, web, and CTI phone channels



#### Real-time Insights

Enabled enhanced data-driven decision-making by minimizing data replication with Salesforce Connect

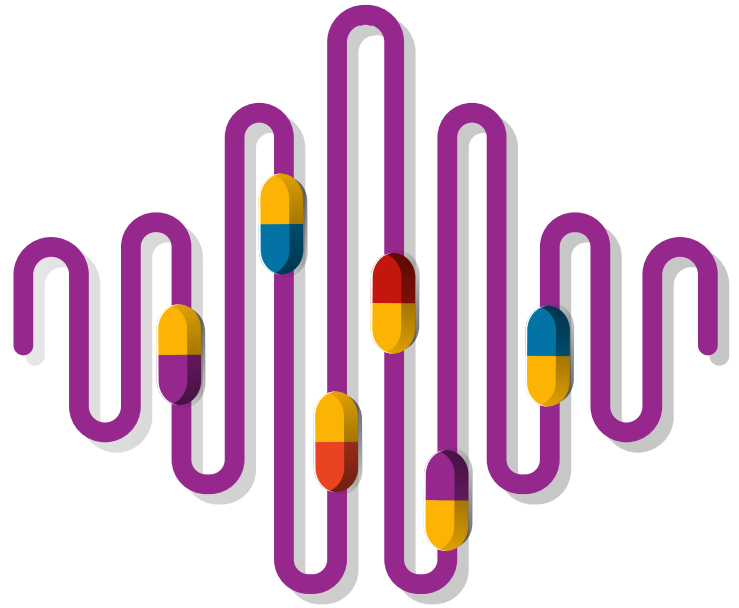
# Benefits

## Increased Efficiency in Shorter Time

Infosys established an automated workflow by implementing Salesforce Health Cloud, enabling the client to achieve:

- **Minimized Hold Time**  
**45% reduction** in Average Call Handling Time (AHT) through the utilization of Member 360 and integrated systems
- **Increased Upsell**  
**25% increase in upselling** coupled with improved member journey visibility
- **Improved Decision-Making**  
**Real-time decision-making** by leveraging standard Service KPIs and dashboards

With Infosys as a partner, the client enhanced their member journey visibility and minimized data replication, enabling them to provide top-notch member services, all the while optimizing operational efficiency.



## Infosys Healthcare Practice

Infosys empowers healthcare organizations to streamline intricate ecosystems, uniting processes, data and core systems. By forging seamless connections across the value chain, we pave the way for harmonized healthcare journeys that enhance connectivity between members and patients, fine-tune operational costs and orchestrate speed-to-market.

Learn more about how we enable organizations to amplify their possibilities and drive transformative growth.

[www.infosys.com/healthcare](http://www.infosys.com/healthcare)



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