assist**edge**

Infosys AssistEdge is a first of its kind customer service platform that helps contact centers deliver seamless customer service through smart offerings

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Healthcare has lagged behind other industries in providing superior customer service experience. Health plans have so far been relying on resolving customer queries reactively. Traditional, rigid, legacy, and disconnected systems where customer data resides across multiple systems, have constrained agility and attempts to improve customer service. However, new regulations will now allow consumers to be a powerful force in ranking health insurance plans. With the proliferation of Health Insurance Exchanges, it is now easier for consumers to research, compare, and switch health insurance providers. Consumers are increasingly relying on mobile and social media channels to share their experience; impacting brand advocacy. As a result, health plans are more than ever realizing the importance of improving customer service and customer experience.

Customer service representatives (CSR) in health plan contact centers face myriad challenges everyday – the stress of dealing with multiple queries (eg: basic insurance related, questions on objectives of healthcare mandate etc.), juggling multiple disparate applications to fetch relevant customer data, lack of real-time reporting and visibility, and stumbling blocks on escalation paths to supervisors. CSRs are expected to overcome these challenges while under pressure to improve productivity and lower operational cost. Contact centers must improve average handling time, achieve first-call resolution, manage CSRs efficiently and ensure real time reporting to improve overall consumer experience and reduce operational cost.

Infosys AssistEdge is a first-of-its-kind customer service platform that helps contact centers deliver seamless customer service through smart offerings.

AssistEdge provides an integrated customer service experience across channels including Web, chat, phone, and social media, transforming contact centers from issue resolution centers to revenue-generating units. AssistEdge enables organizations to realize faster return on investment through improved agent efficiency, reduced call volumes, and quicker go-live periods.

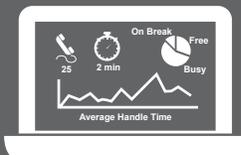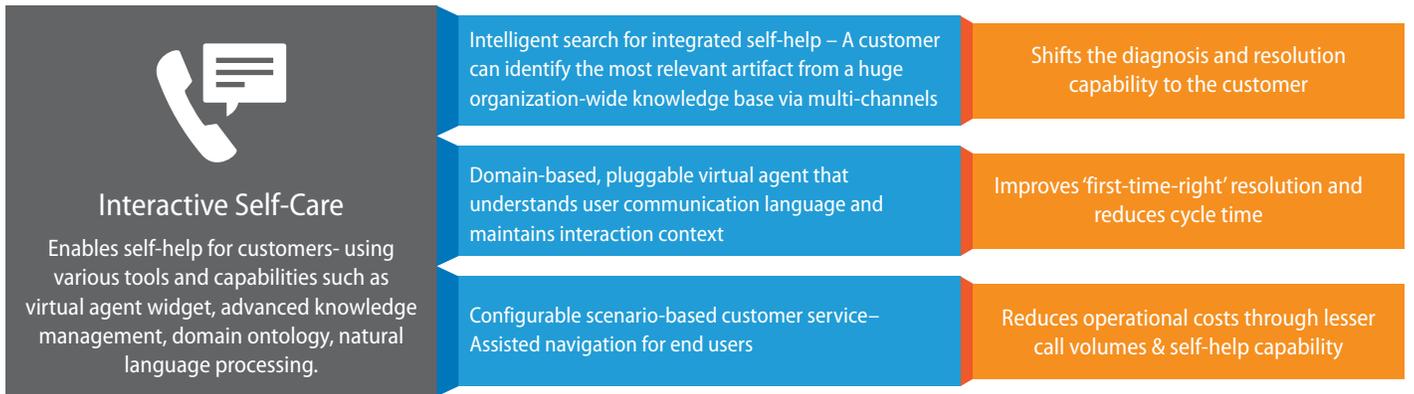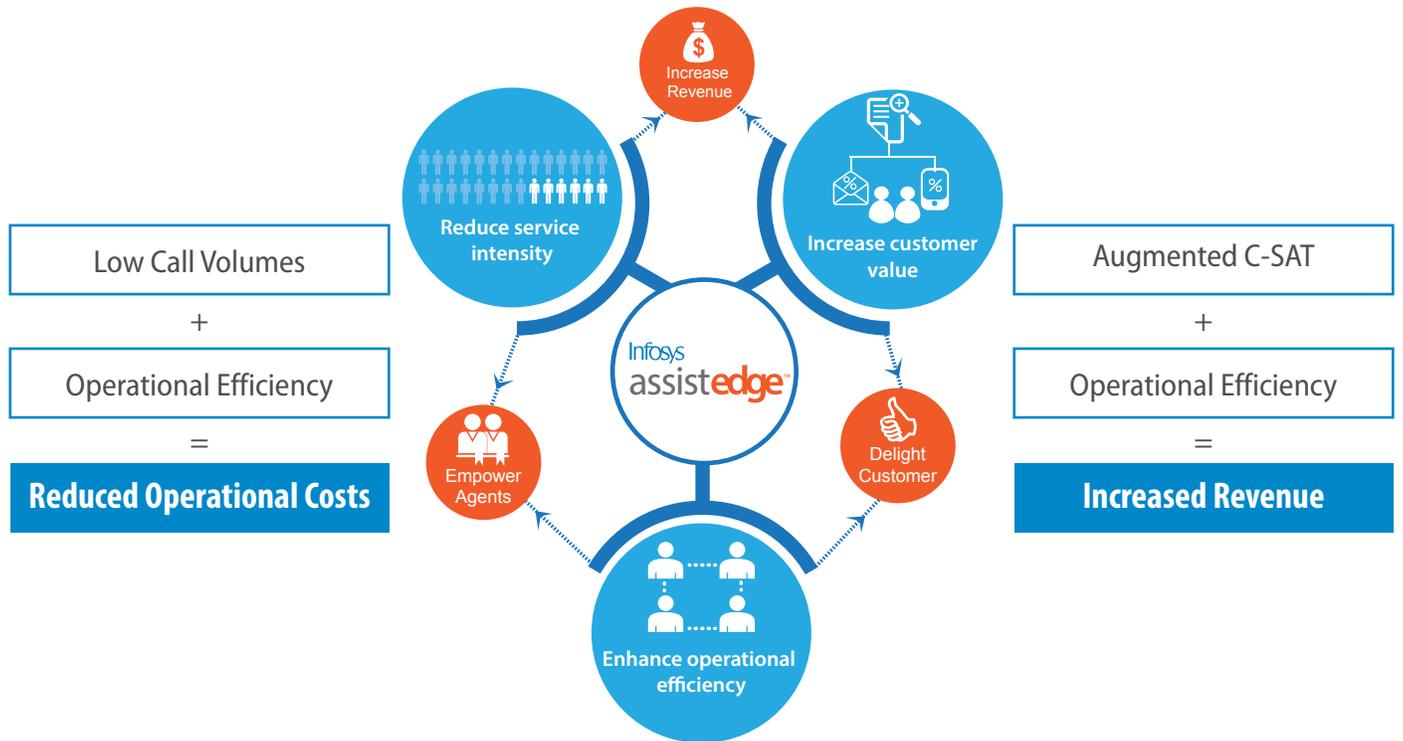| KEY FEATURES & BENEFITS		
AssistEdge Smart User Environment An enterprise product that pulls in relevant customer information from across diverse applications into a single pane	**Supercharge Usability**: Smart features such as Sign-In Manager & 360^0 unified customer view and context passing.	Improves CSR productivity by 25%
	Service faster and better: Process automations, workflows and easy buttons that provide auto-updation of business processes.	Reduces operational costs by 20%,70% reduction in query resolution time
	Easy to Configure, Integrate & Deploy: Leverage existing IT enterprise by non-intrusive integration of disparate business processes and applications.	Faster Payback; ROI realized within 3-6 months
Real-Time Expertise Manager A smart collaboration product that supports multi-channel, multimedia and multiple technologies. Provides dynamic and intelligent access to subject matter experts	Supports Multi-channel (Call/Chat/Email/SMS), Multimedia (Audio/Video/Text) and multi-technology (intelligent routing, shared browsing)	Smart real-time collaboration
	Intelligent routing capability for dynamic collaboration with the right expert	Significant reduction in call volumes, 3:1 productivity improvement
	Ability to perform real-time co-browse (shared browsing) without any client download!	Enables real- time view of the customer

Interactive Self-Care

Enables self-help for customers- using various tools and capabilities such as virtual agent widget, advanced knowledge management, domain ontology, natural language processing.

Intelligent search for integrated self-help – A customer can identify the most relevant artifact from a huge organization-wide knowledge base via multi-channels	Shifts the diagnosis and resolution capability to the customer
Domain-based, pluggable virtual agent that understands user communication language and maintains interaction context	Improves 'first-time-right' resolution and reduces cycle time
Configurable scenario-based customer service– Assisted navigation for end users	Reduces operational costs through lesser call volumes & self-help capability

VALUE PROPOSITION

Increase Revenue

Reduce service intensity

Increase customer value

Infosys assist**edge**™

Empower Agents

Delight Customer

Enhance operational efficiency

Low Call Volumes
+
Operational Efficiency
=
Reduced Operational Costs

Augmented C-SAT
+
Operational Efficiency
=
Increased Revenue

CASE STUDY

BlueCross BlueShield Plan increase efficiency of Customer Service Representatives and overall member experience

CHALLENGE

- CSRs working on 15-40 applications to address customer queries
- Application time out
- High call handling time caused customer dissatisfaction

SOLUTION
Smart User Environment

- AssistEdge implemented in blue plan contact center
- Real-Time Expertise Manager: Ad hoc to structured collaboration enabling instant access to expertise
- 40+ customer service apps integrated on one screen providing unified contextual view

BUSINESS VALUE

- About 20% reduction in operational cost
- ROI in 3-6 months
- Improved member experience through efficient call handling (improved first-call resolution, reduced average handling time.)

About Infosys

Infosys is a global leader in consulting, technology, outsourcing and next-generation services. We enable clients, in more than 50 countries, to stay a step ahead of emerging business trends and outperform the competition. We help them transform and thrive in a changing world by co-creating breakthrough solutions that combine strategic insights and execution excellence.

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