

Transforming Stakeholder Experiences with Cx.Ai Delivering Harmony in Healthcare



Cx.Ai

#AIFirst.Healthcare

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The Significance of Stakeholder Experience (Cx.Ai)

Current healthcare journeys provide limited decision support, minimal self-service options, and little personalization. Members struggle with complex plan choices and insufficient information, while providers face manual submissions and mounting administrative work.

Infosys' advanced capability addresses these challenges by bringing intelligence into everyday interactions. It delivers personalized guidance to simplify decisions, helps members with self-service and advocacy tools, automates routine processes to reduce effort, and supports providers with contextual insights that improve efficiency and strengthen engagement.



Lack of self-service options and limited decision support for members



Complex workflows and insufficient information leading to poor member experiences



Manual submissions increasing provider dissatisfaction and administrative burden



Transforming Stakeholder Experience: The Infosys Approach

Infosys' solutions reimagine healthcare experiences through four core imperatives that help organizations connect meaningfully with members, providers, and payers.



Transform the Coverage Experience

Simplify choices with autonomous campaigns and personalized recommendations that improve engagement



Drive Retention with Insights

Leverage AI-driven intelligence to predict churn, personalize outreach, and strengthen loyalty



Enable Self-triage & Advocacy

Offer intuitive self-service tools and personalized guidance, reducing barriers to access and care



Deliver Intelligent Customer Service

Enhance provider and member support with semantic search, contextual knowledge, and AI-powered responses

The Infosys Method

Member and provider relationships thrive when interactions are simple, intuitive, and rewarding. Infosys brings intelligence to every touchpoint, helping organizations anticipate needs, remove barriers, and build trust across the customer journey. With AI at the center, experiences become more connected, personalized, and enduring.



Simplify member decisions with personalized coverage guidance



Empower self-service with AI-driven advocacy and support tools



Predict and prevent churn through actionable retention insights



Elevate customer service with relevant, intelligent responses



Built to Care: The Four Pillars of Intelligent Experience

Healthcare interactions thrive when convenience meets empathy. Infosys Cx.AI empowers organizations with a framework that improves engagement, retention, and service outcomes.



Buying Experience Reinvented

Personalized recommendations and autonomous campaigns that make plan and service selection seamless



Retention Intelligence

Proactive, insights-led outreach that reduces churn and builds lasting trust



Member Empowerment

AI-driven self-triage and advocacy tools that guide members toward the right care, faster



Intelligent Service Delivery

Automation and contextual support that resolve queries efficiently, easing the burden on agents and providers



From Principles to Practice: AI Tools Transforming Stakeholder Experience

Infosys translates these capabilities into practice through specialized AI-powered tools:



Personalized Smart Videos for Onboarding & Education

Delivers personalized video summaries of benefits to improve member understanding



Member Self-service Agents

Omnichannel digital agents for claims/benefits/provider inquiries and intelligent search



Member Persona Builder

Member persona builder for driving personalized campaigns, touchpoints, and care management



Cortext for Member Advocates

AI-powered contextual interactions & recommendations for driving member advocacy



Proven Outcomes: Turning Experience into Advantage

Infosys' AI-powered solutions are helping healthcare organizations improve interactions and raise satisfaction across every touchpoint.



AI-driven Member Self-service and Agent Advocacy Experience

A health plan reduced average handling and silent time by 30%, improved first call resolution by 20%, and enhanced overall member experience by 30% by deploying a GenAI-powered platform that retrieves and synthesizes information from multiple data sources to support member queries.



Personalized Smart Video for Member Education

An insurer improved claimant engagement with personalized smart videos, with 95% of claimants liking the content, a 20% reduction in call volumes, and a 15% reduction in operational and communication costs by delivering targeted, expert-led information with clear calls to action.



Lightning-fast Case Resolution

A managed care organization serving 5 million members modernized its call center to streamline case handling, reducing agent clicks by 22%, increasing agent productivity by 20%, and achieving average case resolution in one minute through AI-led support.

The Infosys Advantage

With Infosys' solutions, organizations gain more than technology. They gain a partner with deep domain expertise, proven delivery models, and an AI-first approach.



Healthcare Expertise

Decades of experience working with payers, providers, and life sciences organizations worldwide.



Human-centered Design

Solutions built to balance efficiency with empathy, ensuring experiences feel personal.



AI at Scale

Robust platforms and accelerators that deliver speed, scalability, and security.



Seamless Integration

Designed to plug into existing ecosystems without disruption.

Powering Intelligent Interactions with Infosys Topaz

Infosys Topaz provides thousands of AI assets, accelerators, and pre-trained models, enabling faster adoption of this capability (Cx.Ai) while ensuring governance, compliance, and transparency.



Transform Stakeholder Experiences, Powered by AI

The future of healthcare is about trust, guidance, and empowerment. With Infosys' advanced capabilities, every interaction becomes an opportunity to improve satisfaction and strengthen relationships.

Connect with our experts to make healthcare experiences seamless.



For more information, contact askus@infosys.com

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