

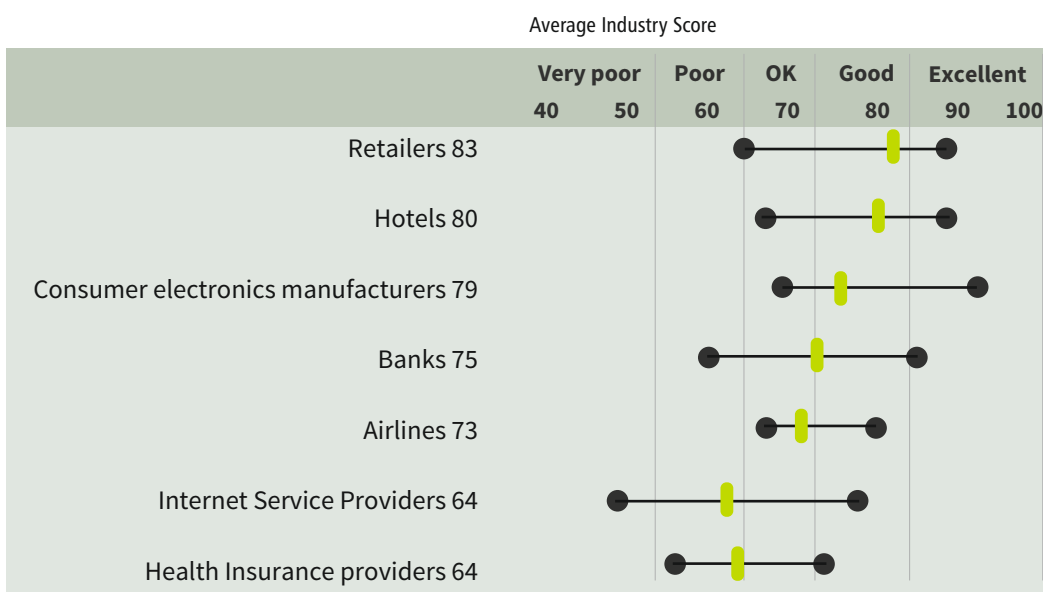
CUSTOMER EXPERIENCE – YOUR ADVANTAGE

More than 60% of consumers feel their Health Insurance customer experience is “Poor” and just “Meets Needs”!

How enjoyable are you to do business with?

How easy was it to do business with you?

How effectively are you meeting customer needs?



Health Insurance Customer Index is the least amongst all industries

Source: Forrester’s Customer Experience Index 2014

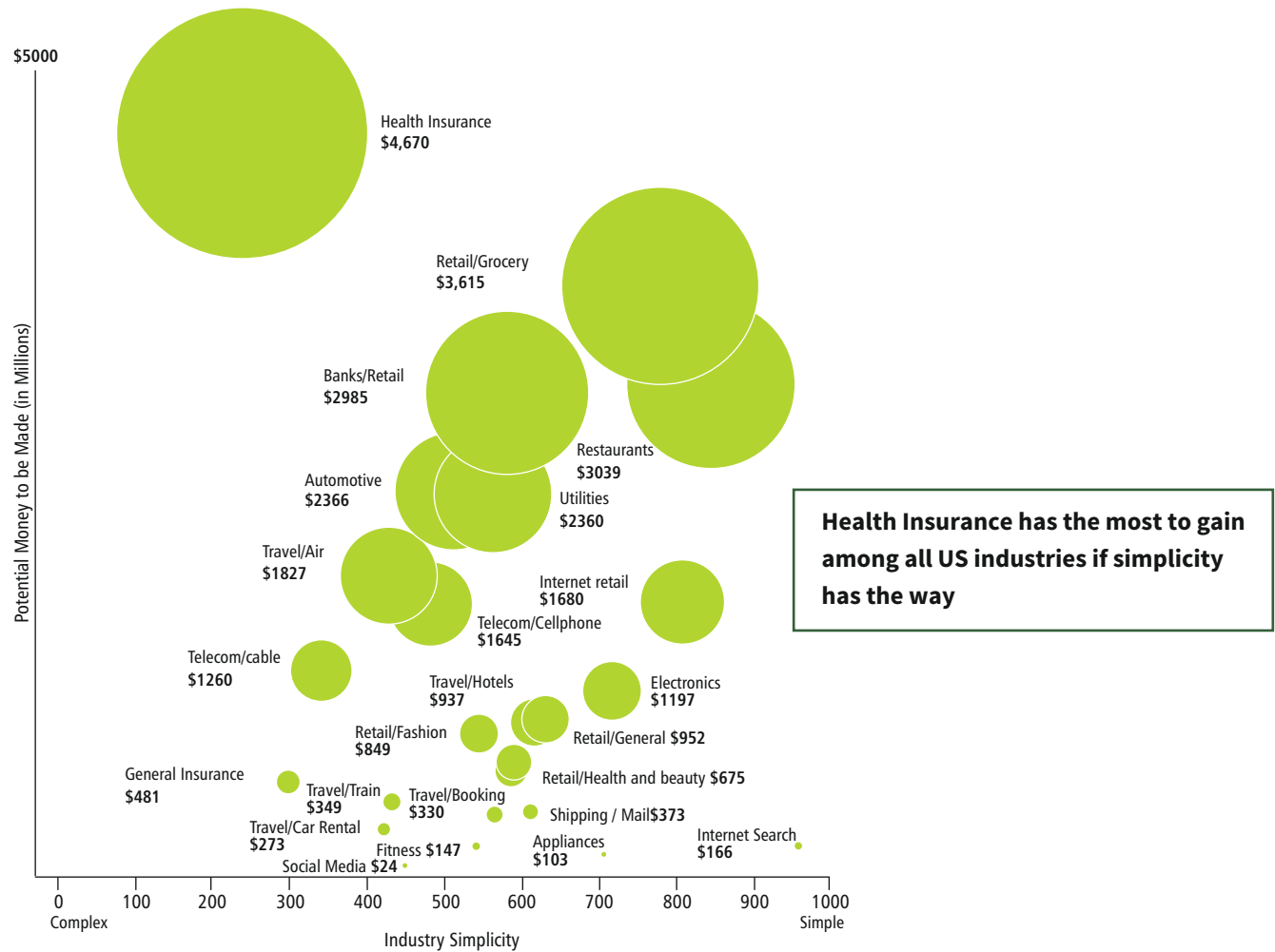
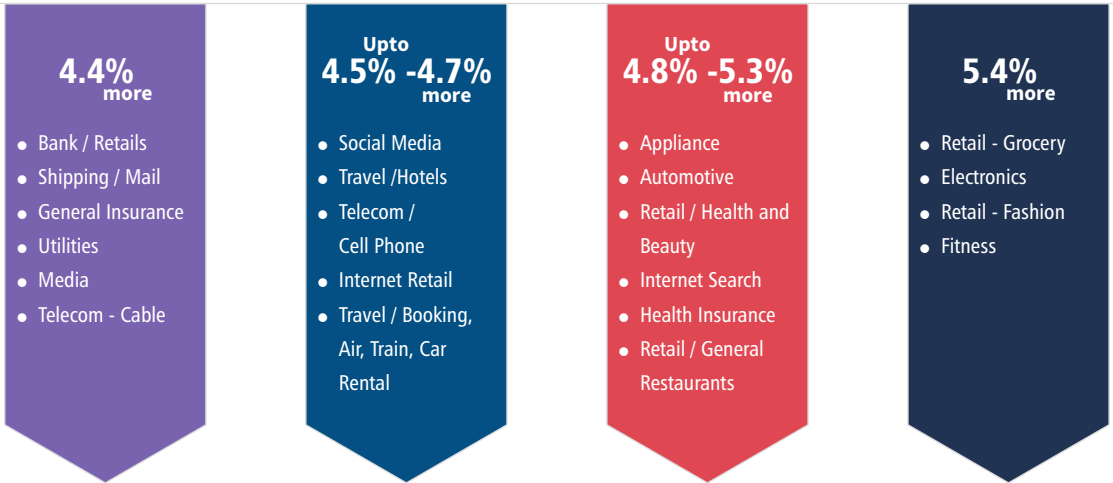
● Individual company score ● Industry average



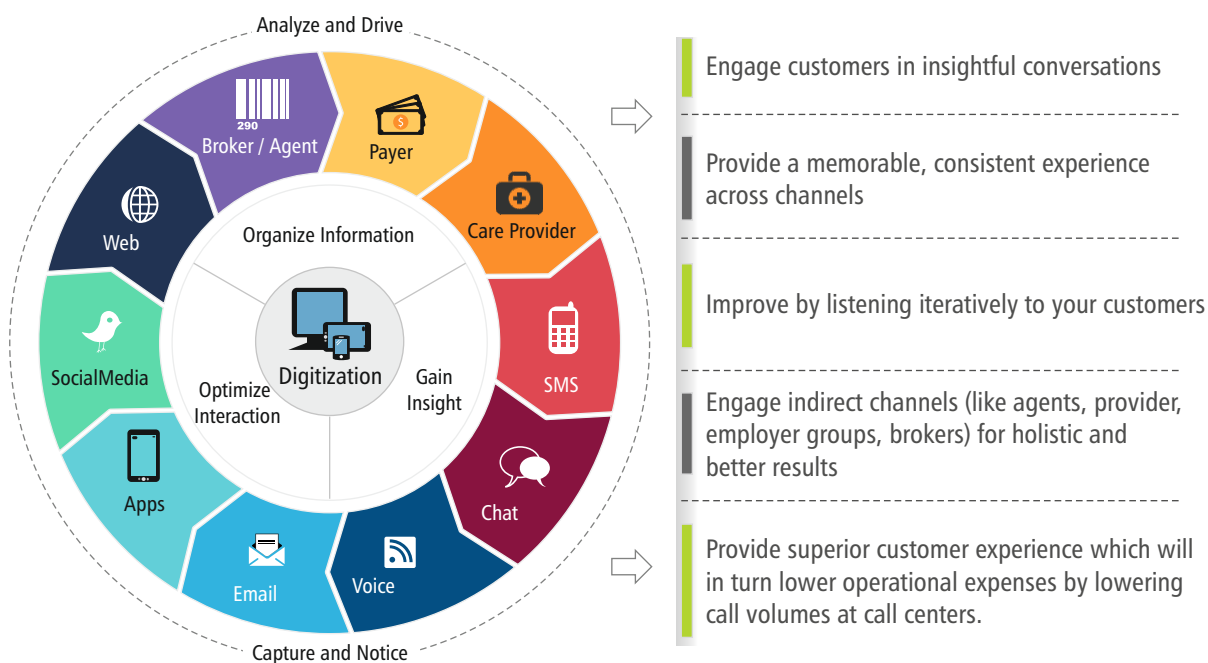
Why is it happening?

Customer experience is the key differentiator in retaining and increasing customer base.

Studies show that for simpler and more comprehensive digital interactions, customers will pay 5% more, for Healthcare on an average.



What needs to be done?



How ITC Infotech can help?

Combining the best of capabilities in Data and Digital technology, **ITC Infotech** has created a **Customer Experience Management Platform**. Our solution helps organizations define their customer experience strategy and roadmap, by leveraging best practices from similar industries, adapt newer technologies through the Experience Management Lifecycle and listen, analyse, engage, measure and train thus creating a customer activated enterprise.

We have adapted the Customer Experience Management Platform to healthcare sector by creating a solution that empowers all stakeholders to have access to required information and carry out self-service activities.

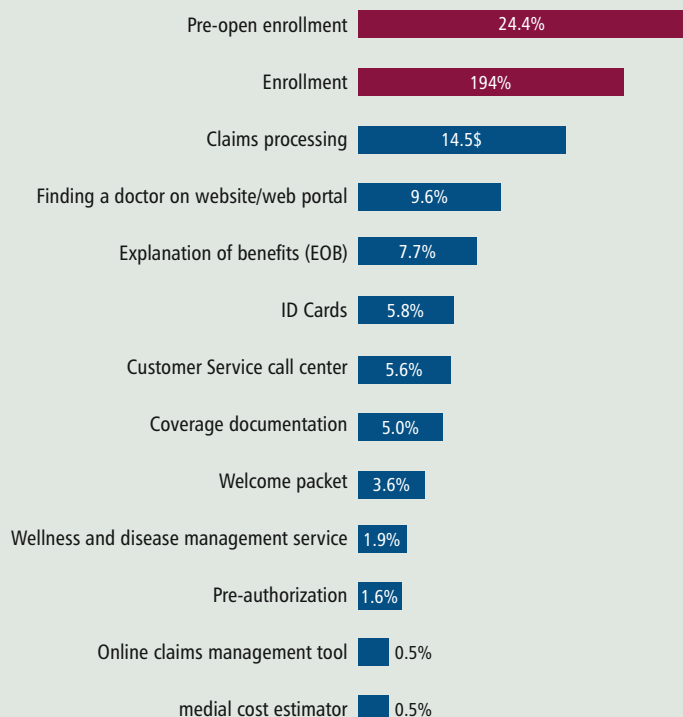
ITC Infotech's cross browser, cross platform compatible responsive design, mobile ready solution helps enhance the CX index.

Member	<ul style="list-style-type: none">Personalised and consumer centric contentSolutions made simplerEnhanced collaboration with membersReduce operational cost
Employer and Broker	<ul style="list-style-type: none">Clear categorization of groups and their benefitsAutomated solution to enhance productivityProvision of employee assistance toolsReduce operational cost
Provider	<ul style="list-style-type: none">Consolidation of all member servicesIntegration of providers with health planPersonalise portal experienceReduce operational cost
Admin	<ul style="list-style-type: none">One stop solution to maintain overall securityCustomize learning centre based on usersIntegrated solution with all portalsIntegration with existing user directoryReduce operational cost

Areas of impact?

Contribution to the NPS

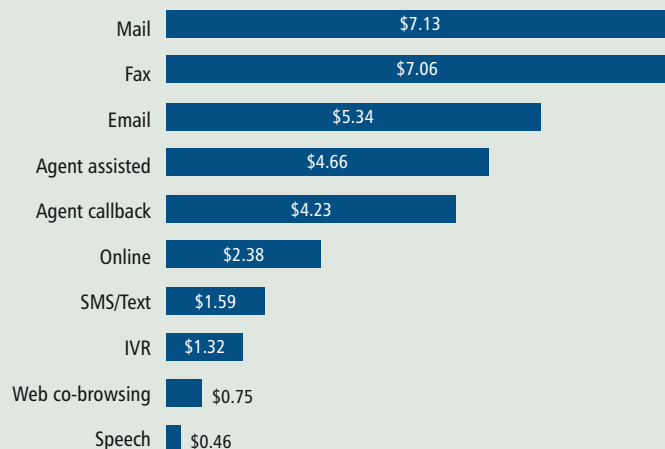
Pre-/Open enrollment and enrollment have the greatest impact on the NPS



Simplifying experience across pre-open enrollment, claims, EOB, ID and CRM interactive service across portable and mobile devices contributes to the largest Impact on NPS!!

Comprehensive Cost per contact

Contact Center Channels



Source: Oliver Wyman analysis

Simplified web contact means lower cost too!!

cost of engagement:
-\$0.75/ contact via web **v/s** -\$4.66/ contact via agent assisted interaction

About ITC Infotech

ITC Infotech is a specialized global scale - full service provider of Domain, Data and Digital technology solutions, led by a strong business and technology consulting focus. The company caters to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long term sustainable partner.

In the healthcare industry, we provide IT services and solutions in CX, Mobility, Core Platform Surround Services, Analytics, Data end-to-end, Testing-as-a-Service (TaaS) and Infrastructure Management and we have substantial experience in helping leading Healthcare providers optimize operations, control costs and improve outcomes.

For more information, please write to: contact.us@itcinfotech.com | www.itcinfotech.com