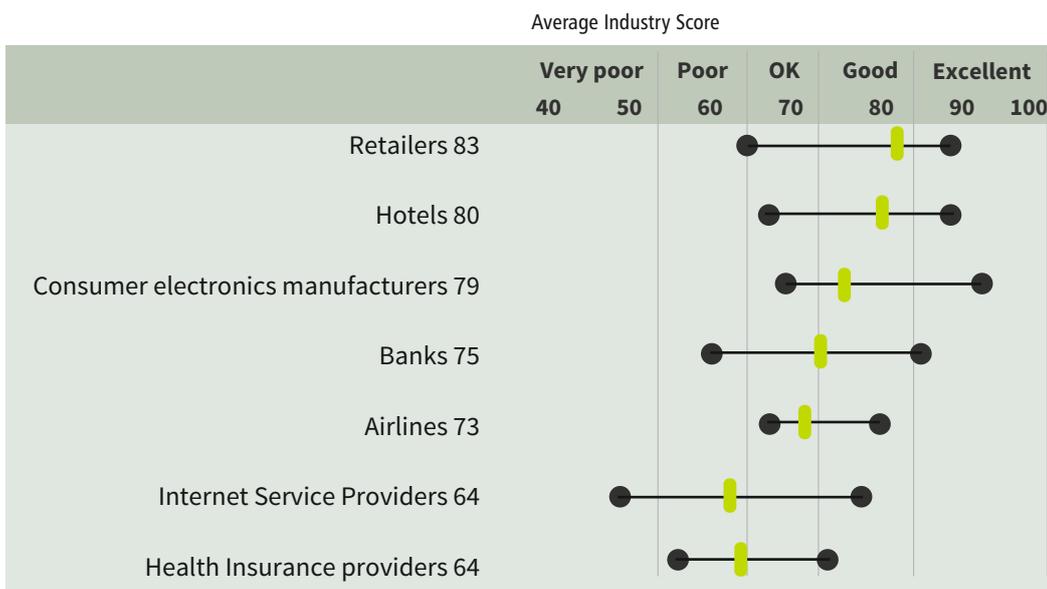


# CUSTOMER EXPERIENCE - YOUR ADVANTAGE

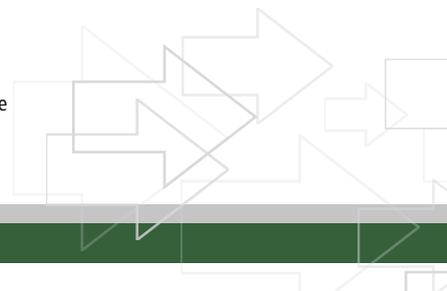
**More than 60% of consumers feel their Health Insurance customer experience is “Poor” and just “Meets Needs”!**



**Health Insurance Customer Index is the least amongst all industries**

Source: Forrester’s Customer Experience Index 2014

● Individual company score    ■ Industry average

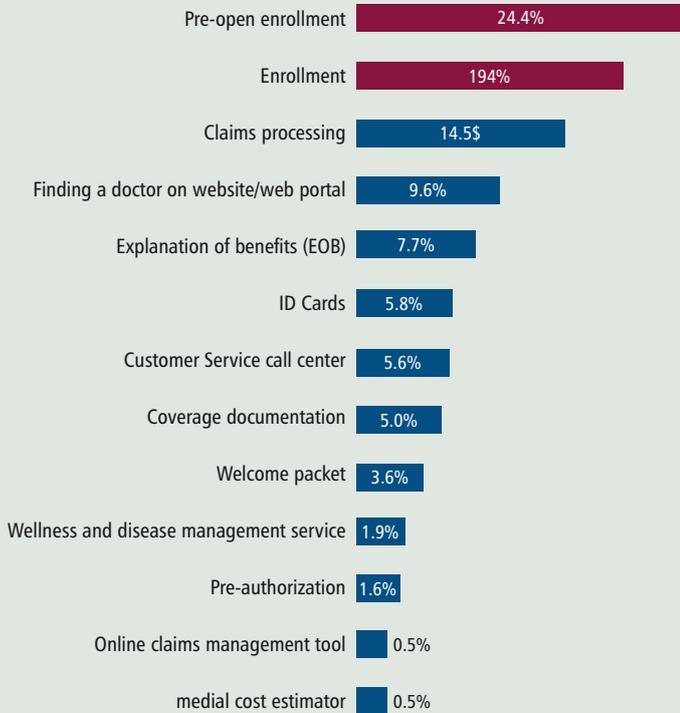




# Areas of impact?

## Contribution to the NPS

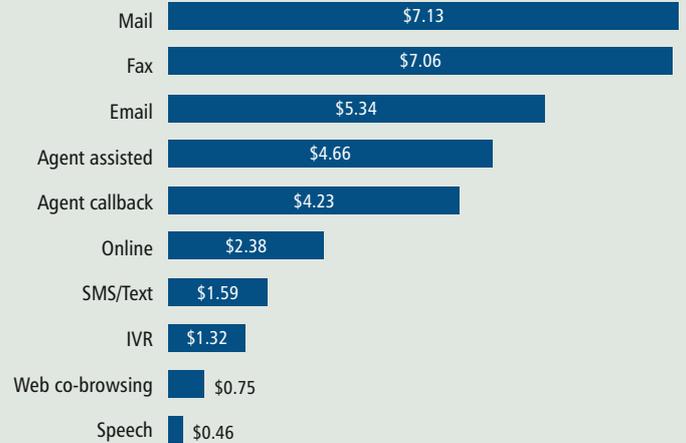
Pre-/Open enrollment and enrollment have the greatest impact on the NPS



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](mailto:contact.us@itcinfotech.com) | [www.itcinfotech.com](http://www.itcinfotech.com)