

BRIGHT PATTERN + EVERISE

One of the Largest Health Insurance Companies Eliminates Downtime, Improves Remote Capabilities, and Self-Diagnoses Issues with Bright Pattern's Platform



Background

Providing services to more than 20 million members in the United States, this health insurance organization manages a network of 46,000 employees to ensure the highest standards of care for its members. Their goal is to improve healthcare and make healthcare more accessible for Americans, as well as set high expectations and standards in the healthcare industry. The company is the recipient of numerous awards for outstanding healthcare service, being named No. 1 in recent Forbes lists and receiving a Gold award from the American Heart Association. The company is also the recipient of numerous rewards for being one of the best places to work in the U.S., including in diversity, remote work environment, and sustainability.

Challenges

The enterprise health insurance company needed a solution that can handle outbound calls while allowing agents to work remotely. They needed a software that can fit two specific outbound dialing use cases. One use case was agents calling medical practices that accept their insurance to verify relevant information to improve their "Find a Provider" feature, while the other use case tasked agents with making outbound calls to their members who were at risk of leaving due to either approaching plan renewals or customer job changes. The company was experiencing issues with technical difficulties and downtime, and needed a flexible, reliable platform that can ensure 100% uptime while being easy-to-implement and easy-to-use for remote teams.

Objectives



Utilize different modes of outbound dialing



Increase customer retention with outbound campaigns



100% remote functionality with ease-of-use and implementation



No downtime, connectivity issues, or technical difficulties



Increase average calls per agent, call quality, and ROI



A solution that is HIPAA and PCI compliant



The Bright Pattern platform has been a powerful asset to our team during the pandemic because of their remote working capabilities and self-diagnosing capabilities.



Solution

Everise, an innovative customer support provider trusted by multiple major healthcare brands and a partner of Bright Pattern, recommended Bright Pattern's platform to the large health insurance company for their outbound dialing needs. Bright Pattern's active-active technology, outbound dialing capabilities with different modes of outbound dialing, ease-of-use and implementation, and adherence to PCI and HIPAA compliance protocol convinced them to partner with

Bright Pattern. Bright Pattern setup two types of outbound dialing, preview dialing and predictive dialing. Bright Pattern's preview dialing setup gives the agent crucial information 30 seconds before a call that advises the agent of where the call is intending to go. CRM data about the customer is screen-popped onto the agent desktop, giving the agent quick access to customer data and allowing the agent to personalize the interaction based on previous customer interaction history. Bright Pattern's predictive dialing setup goes through contact lists rapidly, limiting unanswered calls and busy lines while improving key call center metrics and KPIs.



We chose Bright Pattern for our outbound clients because the platform allows us to automate and eliminate routine tasks such as manually dialing each contact.



Results

After implementing Bright Pattern for outbound preview and predictive dialing, the organization saw a substantial increase in agent productivity and improvements in KPIs. Through advanced outbound dialing capabilities, Bright Pattern's platform eliminated and automated many routine tasks, and helped Everise optimize outbound calling campaigns with robust campaign and list management capabilities. With Bright Pattern's platform, the insurance company achieved:



Reliable solution with 100% Uptime



Increase in the outbound call quality



Increase in average calls per agent



Decrease in technical difficulties



Increase in connectivity and personalization



Increase in conversion rate and ROI

Bright Pattern's platform was also very quick to implement and very reliable, experiencing no downtime since implementation. Furthermore, Bright Pattern's software was able to diagnose connectivity issues and notify agents about whether the connectivity issues were caused by the agent's internet connection or not, allowing contact center management to quickly diagnose connectivity issues.



Bright Pattern has increased the productivity of our agents while ensuring we respect data privacy, maintaining TCPA, PCI, and HIPAA Compliance.

