

# Improve the experience, one member at a time

Many health plans, struggling to improve the member experience while reducing costs, are facing multiple challenges.



## Member experience challenges<sup>1</sup>

21%  
annual agent turnover rate

77%  
of members cited “valuing my time” as most important<sup>2</sup>

Nonpersonalized  
care plan tools

M-F, 9 AM–5 PM  
limited call hours and agent availability

75%  
of health plans view customer care as a competitive differentiator<sup>3</sup>

\$4–6  
cost per agent-handled call

Inability  
to flag noncompliance

Disconnected, disparate  
data sources

1.4  
average number of calls to achieve resolution

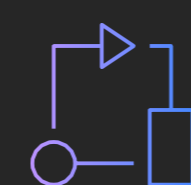
## What if you could



Improve the member experience at a lower cost



Answer questions consistently every member, every time



Leverage enterprise data to create more holistic views of members



Support health outcomes through every member touchpoint



Deflect more calls to lower-cost channels

Imagine driving fast, accurate and personalized interactions with your members, at scale. IBM® Watson Health® can unlock the value of your data with a solution that engages your members using conversational technologies, artificial intelligence, analytics and more.

[Learn how you can improve member experience →](#)

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1. Industry Benchmark Report for Contact Centers in the Insurance - Health Industry.BenchmarkPortal, LLC. September 12, 2017.  
2. The Business Case for Virtual Agents. Brendan Witcher, Forrester. September 30, 2014, updated January 12, 2015.  
3. Global Contact Centre Benchmarking Report. Dimension Data. 2015.