

# North American Health Insurance Company



IBM's Data Science Elite helps North American health insurance company improve call center customer engagement and experience

## Unique Challenge

- Automate speech to text transcription process.
- Real time or batch analysis of calls to identify customer intents.
- Predict likelihood of member calls repeating.

## Use Case

Understand topics and customer intents that dominate member calls, and what calls are likely to repeat.

## Expected Outcome

Foundation for moving from current manual and labor intensive approach of categorizing customer intent to a future solution that could enable:

- customer self-service
- proactive call repeat avoidance
- real-time agent assist.

## Solution Components

- IBM Watson Discovery
- IBM Watson Explorer