

# Nexidia Interaction Analytics™ for Healthcare

Interaction Intelligence Drives Business Transformation



In response to the complex and increasingly competitive healthcare landscape, insurers are seeking ways to reduce operational expenses while increasing enrollments. Simultaneously, as product differentiation among insurance plans diminishes, consumers are more frequently basing their policy-buying decisions on customer service experiences.

To maintain competitive footing and thrive in the face of these marketplace pressures, organizations are seeking new competitive advantages. With years of experience in the healthcare industry, Nexidia understands the market forces that companies must navigate. Nexidia's services teams, comprised of subject matter specialists, combine industry knowledge with hands-on solutions experience to deliver transformative business insights—at the speed organizations demand.

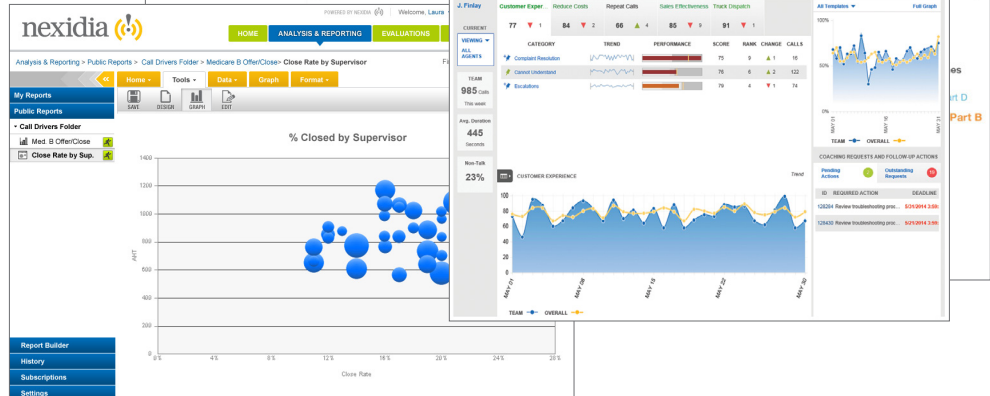
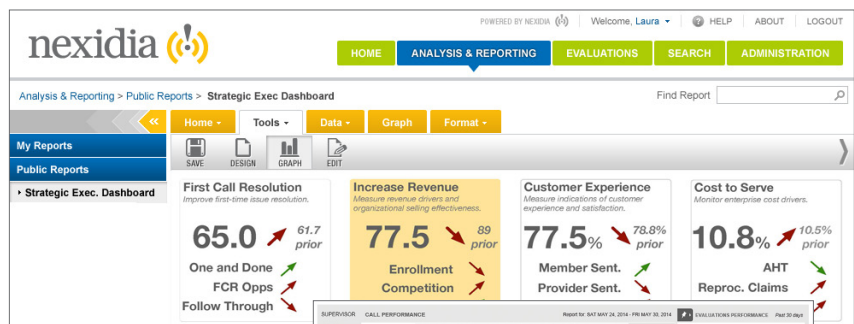
## INSIGHT IS OUR BUSINESS

Nexidia Interaction Analytics enables healthcare companies to unlock the business intelligence contained in their Big Data repository of customer interactions, providing critical insight into the customer journey.

Nexidia Interaction Analytics leverages a technology framework that combines the strength of Automatic Speech Recognition (ASR) with patented phonetic indexing and search to produce a word-level transcription, a phonetic index and customer sentiment scores. The solution uses this output to facilitate the rapid discovery of interaction content, enabling managers and analysts to

uncover emerging trends, identify related phrases and categorize calls by topic.

Once topics are organized, Nexidia Interaction Analytics uses a guided, graphical interface to create structured queries. Based on business logic, these queries enable users to determine the root causes driving customer interactions, and then locate all occurrences scattered across 100% of the data. This comprehensive analysis of contact center events provides the answers necessary to bring about real business transformation and leverage opportunities never before possible.



Powerful data visualizations provide insight to corporate and agent performance against defined metrics.

### AN EDGE IN THE EVOLVING MARKETPLACE

As the healthcare market shifts to a more consumer driven, retail-like atmosphere, health insurance companies must bolster service to retain and increase membership. Nexidia enables organizations to address the key issues that directly contribute to success.

#### Improving the Member Experience:

Nexidia Interaction Analytics provides relevant, ongoing insight into service shortfalls or other issues that could lead to member attrition, enabling insurers to:

- Track customer effort metrics and call sentiment via easy-to-read dashboards
- Proactively respond to emerging trends that reveal customer confusion or dissatisfaction
- Pinpoint where experience improvements can be made through root cause analysis to diagnose service breakdowns

#### Increasing First Call Resolution:

Poor resolution rates drive down member experience scores, increase costs and may lead to attrition. Improving FCR rates can be extremely challenging without the right tools. Nexidia's solution lets organizations:

- Define customized rules for what constitutes a "repeat" call
- Identify those services, processes, customer groups or plan offerings that drive repeat calls

- Devise tactics to better equip customers with "self-service" options to lessen the need for repeat calls

**Maximizing Enrollments:** Annual plan enrollment represents a critical season in the health insurance business, and typically provides just a short timeframe in which to acquire or retain members. To be successful, insurers must understand and address not only potential member concerns, but barriers to optimum agent sales effectiveness as well. To achieve this, Nexidia Interaction Analytics enables contact centers to:

- Identify specific areas of customer confusion about plan options and coverage
- Proactively monitor agent effectiveness in objection handling and closing
- Track positive agent outcomes to identify best practices for coaching and training purposes

#### DATA DRIVEN METRICS FOR IMPROVED PERFORMANCE

Beyond listening to sample calls Nexidia Interaction Analytics analyzes 100% of an organization's contact data to quantify user outcomes against an organization's defined Key Performance Indicators (KPIs). This metrics-based performance management approach ensures agent performance aligns with goals important to the contact center and the company as a whole.

Product features include:

- Customizable data set analysis and reporting based on KPIs specific to the healthcare industry
- Agent performance dashboards and self-evaluation capabilities
- Supervisor dashboards with agent, team and center views

#### CUSTOMIZED REPORTING FOR IMPROVED COMMUNICATION

Nexidia Interaction Analytics maximizes the flexibility of how data is consumed and distributed, enabling delivery of the right reports and intelligence to the decision makers who impact day-to-day operations. Powerful visual analysis and reporting tools built into the product enable users to spotlight the most meaningful information, providing dynamic interaction with the data never before experienced.

#### ADVANCED MULTICHANNEL ANALYSIS = BUSINESS TRANSFORMATION

Nexidia unlocks the intelligence inside unstructured audio and text interactions to release insights about business processes and agent behaviors that can impact enterprise success. Through the strategic use of Nexidia Interaction Analytics, organizations gain the power to truly transform their business and address the challenges of the evolving healthcare landscape.

For more information on how the power of Nexidia Interaction Analytics can transform your business to better compete in the evolving healthcare marketplace, please contact us at [info@nexidia.com](mailto:info@nexidia.com).

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